# DIGITAL MARKETING STORIES:
# PET SUPPLY RETAIL

***QUICKLIFT COMPETITIVE INDEX EXAMPLE***

March 2026

## *INTRODUCTION*

The pet supply category does not appear to have a traffic, data, or technology shortage. It has an execution gap between acquisition, customer recognition, experience, and activation.

The QuickLift Competitive Index compares six brands across digital scale, traffic quality, conversion, owned and paid retention, email engagement, audience behavior, and channel economics. The analysis does not claim to know every internal operating decision. It identifies visible patterns that are too meaningful to ignore and converts them into hypotheses that can be validated against first-party data.

Chewy leads because its customer relationships compound. Petco and PetSmart have scale but lose too much value after acquisition. Bark converts engaged visitors but fails to retain enough high-intent traffic. Pet Supplies Plus has the most attractive owned-traffic economics in the group but is not converting or personalizing that audience effectively. 1800 PetMeds repeatedly sets the benchmark for conversion and retention, although its replenishment-led pharmacy model must be interpreted differently from broad pet retail.

## HOW TO READ THIS ANALYSIS

The outside-in data provides three levels of insight:

- Observed fact: directly visible metrics such as traffic, read rate, bounce, conversion, campaign volume, and channel mix.
- Strong inference: an operating pattern strongly suggested by multiple metrics, but not fully proven without first-party data.
- QuickLift hypothesis: a focused opportunity that Solvenna would validate using site analytics, campaign data, loyalty behavior, media performance, ecommerce funnel data, and internal business context.

Business-model differences matter. Chewy is a pure-play ecommerce company. PetSmart and Petco operate large store and services networks. Pet Supplies Plus is franchised. Bark is subscription- and app-oriented. 1800 PetMeds behaves more like a replenishment pharmacy. These differences do not make comparison useless; they determine which lessons are transferable and which require normalization.

| Brand | What the data shows | Primary opportunity | First QuickLift hypothesis |
|---|---|---|---|
| Chewy | Category-leading engagement, | Protect the lead while improving | Identify where paid investment |
| Pet Supplies Plus | Strong owned traffic and loyalty, | Convert warm, mobile, local | Use store, inventory, pet |
| Petco | Efficient traffic acquisition, but | Improve what happens after | Align landing experiences, |
| PetSmart | Massive digital and email scale | Reduce low-value output and | Validate whether campaign volume |
| Bark | Strong conversion once visitors | Retain more high-intent prospects | Personalize the acquisition funnel |
| 1800 PetMeds | Leads several conversion and | Separate transferable | Use replenishment |

## 5 KEY TAKEAWAYS

### 1. Biggest Wins Come From Optimization

The best opportunities come from maximizing existing MarTech investments-not rebuilding your stack.

### 2. Personalization Reduces Bounce

Lower landing page bounce rates are tied to more relevant landing experiences and better on-site personalization.

### 3. Email Quality Beats Volume

Disciplined email programs with better segmentation and cadence drive dramatically higher engagement and traffic.

### 4. Balance Matters

The highest-performing brands keep a healthy balance between owned (ag 75.8% and paid traffic (avg 24.2%).

### 5. Loyalty Drives Performance

Brands with more return visitors and stronger owned-channel retention consistently eam higher QLCI scores.

> *The leaders aren't spending more. They're creating stronger customer relationships through better personalization, owned marketing, and retention.*

## HOW QUICKLIFT WORKS

*Our Proven 6-Step Process*

### 01 Competitive Intelligence

We analyze digital marketing performance across leading department stores.

### 02 Digital Benchmarking

We benchmark 40+ metrics across traffic, engagement, acquisition and email.

### 03 First-Party Validation

We validate findings with your first-party data to uncover the biggest opportunities.

### 04 Opportunity Prioritization

We identify and rank initiatives with the greatest revenue impact.

### 05 90-Day Results

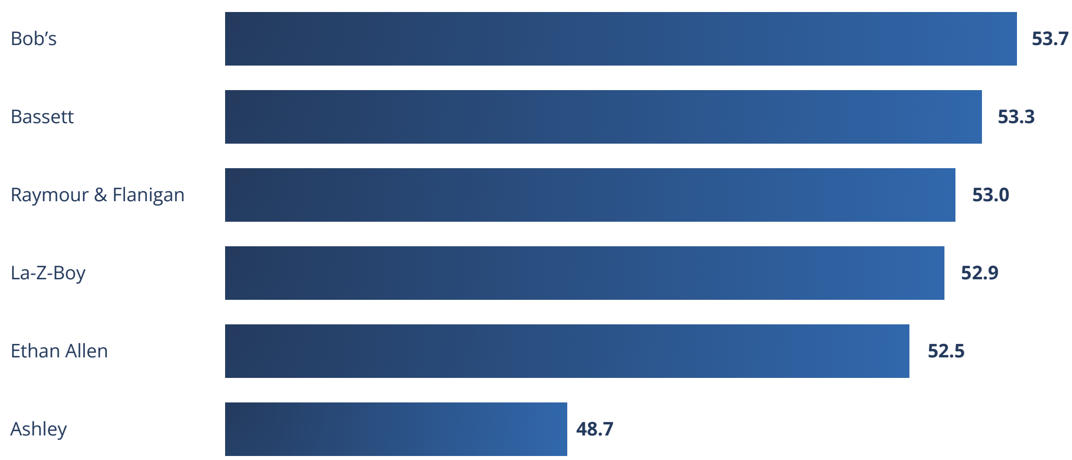
We activate high-impact opportunities using your existing MarTech and data and we will be able to show impact within 90 days.

### 06 Measured Revenue Growth

We deliver measurable improvements in engagement, conversion and revenue.

## COMPETITIVE SNAPSHOT

*Overall QuickLift Competitive Index (QLCI)*




### Why Performance Varies

All six retailers have invested millions in MarTech. Most already own the capabilities to deliver personalized, data-driven customer experiences. The difference isn't the technology. It's how effectively it's activated.

**QuickLift helps brands maximize the technology they already own, not replace it.**

## TOP PERFORMERS BY CATEGORY

| HIGHEST CONVERSION | BEST EMAIL PROGRAM | STRONGEST LOYALTY | LOWEST BOUNCE RATE | HIGHEST ENGAGEMENT |
|---|---|---|---|---|
| **Raymour & Flanigan** | **La-Z-Boy** | **Bob's** | **Ethan Allen** | **Bob's** |
| **2.4%** | **27.3** | **28.1%** | **43.9%** | **51.9%** |
| | Email POWER Index | Return Visitors | | Multi Visit |

BRAND SNAPSHOT

chewy

QLCI SCORE

63.6

## The Relationship Leader

Chewy has built the strongest customer relationship in the category, combining category-leading email performance, exceptional customer loyalty, and the highest overall QuickLift score. Rather than relying on constant acquisition, Chewy compounds growth by turning customers into repeat buyers and maximizing lifetime value.

### Stengths

- Highest QuickLift Competitive Index
- Best email engagement by a wide margin
- Highest returning visitor rate
- Category-leading digital scale
- Strong owned traffic retention

### Watchouts

- Highest delete rate (requires monitoring)
- Opportunity to optimize acquisition efficiency
- Protect leadership while continuing to improve personalization

### Key Metrics

| Owned Traffic | Return Visitors | Conversion Rate | Email Power | Bounce Rate | Pages/Visit |
|---|---|---|---|---|---|
| 80 | 51.48% | 6.4% | 81.37 | 37.96% | 5.89 |

### QuickLift Recommendation

Focus on protecting Chewy's retention advantage while identifying opportunities to improve paid media efficiency. Validate where customer loyalty allows acquisition spend to be reduced or reallocated without sacrificing growth, increasing marketing ROI while preserving long-term customer value.

**BRAND SNAPSHOT**

# petco

**QLCI SCORE**

**37.1**

## The Acquisition Leader

Petco has successfully built one of the largest digital audiences in the category through efficient customer acquisition. The greatest opportunity lies in improving what happens after customers arrive, turning paid traffic into deeper engagement, stronger loyalty, and higher conversion.

## Stenghts

- Second-largest traffic scale
- Efficient paid acquisition costs
- Strong brand awareness
- Large email audience

## Watchouts

- Lowest conversion rate
- Lowest paid traffic retention
- Email engagement significantly below leaders
- Heavy communication volume limits effectiveness

## Key Metrics

| Owned Traffic | Return Visitors | Conversion Rate | Email Power | Bounce Rate | Pages/Visit |
|---|---|---|---|---|---|
| 72 | 37.06% | 3.4% | 3.41 | 41.76% | 4.39 |

### QuickLift Recommendation

Improve campaign-to-landing-page alignment, behavioral personalization, and lifecycle marketing to maximize the value of existing acquisition investments. Better post-click experiences can unlock significant gains without increasing media spend.

BRAND SNAPSHOT

PETSMART

QLCI SCORE

53.8

## The Volume Operator

PetSmart possesses enormous digital scale, a massive subscriber base, and extensive customer reach. However, the data suggests that marketing volume is outpacing customer engagement, creating opportunities to improve conversion, reduce waste, and generate greater value from existing traffic.

### Stengths

- Massive digital reach
- Largest email subscriber database
- Strong omnichannel ecosystem
- Significant owned audience

### Watchouts

- Highest bounce rate
- Low Email POWER Index
- High email frequency
- Conversion below benchmark

## Key Metrics

| Owned Traffic | Return Visitors | Conversion Rate | Email Power | Bounce Rate | Pages/Visit |
|---|---|---|---|---|---|
| 70 | 38.58% | 3.7% | .72 | 43.23% | 4.09 |

### QuickLift Recommendation

Reduce low-value communication volume while increasing behavioral personalization across email and landing experiences. Improving engagement before increasing acquisition will create a more efficient digital marketing engine.

**BRAND SNAPSHOT**

# bark

**QLCI SCORE**

**52.9**

## The Conversion Specialist

Bark converts engaged visitors exceptionally well, proving its subscription model resonates with qualified shoppers. The challenge is retaining more high-intent visitors long enough to enter that conversion journey, particularly across owned and direct traffic.

## Stenghts

- Strong conversion rate
- High mobile engagement
- Subscription-driven customer model
- Solid email read rate

## Watchouts

- Lowest owned traffic retention
- Lowest returning visitors
- High bounce across direct and SEO traffic
- Broad email targeting

## Key Metrics

| Owned Traffic | Return Visitors | Conversion Rate | Email Power | Bounce Rate | Pages/Visit |
|---|---|---|---|---|---|
| 48 | 11.21% | 6.4% | 0.1 | 41.78% | 3.34 |

### QuickLift Recommendation

Increase first-visit engagement through personalized landing experiences, stronger behavioral targeting, and lifecycle messaging tied to subscription history, pet profiles, and purchase behavior to improve customer retention before conversion.

**BRAND SNAPSHOT**

# PET SUPPLIES PLUS

**QLCI SCORE**

**59.3**

## The Efficient Challenger

Pet Supplies Plus has built one of the strongest owned-channel businesses in the category, generating exceptional traffic efficiency with relatively little paid media. The opportunity now is converting that loyal audience more effectively through personalization and localized customer experiences.

## Stengths

- Highest owned traffic share
- Lowest paid dependence
- Strong customer loyalty
- Best paid traffic retention
- Efficient media economics

## Watchouts

- Email engagement trails competitors
- Mobile conversion opportunity
- Bounce rate remains above benchmark
- Personalization can improve conversion

## Key Metrics

| Owned Traffic | Return Visitors | Conversion Rate | Email Power | Bounce Rate | Pages/Visit |
|---|---|---|---|---|---|
| 76 | 39.15% | 4.5% | 2.75 | 42.2% | 4.47 |

### QuickLift Recommendation

Activate richer first-party personalization across email, mobile, and local shopping experiences using purchase history, loyalty status, inventory, and pet profiles. Improving relevance—not increasing traffic—represents the largest growth opportunity.

BRAND SNAPSHOT

PetMeds™

QLCI SCORE

58.9

## The Replenishment Leader

1800 PetMeds consistently delivers best-in-class conversion, customer retention, and digital efficiency. While its pharmacy and replenishment model differs from traditional pet retail, it establishes an important benchmark for customer recognition, lifecycle marketing, and repeat purchasing.

### Stengths

- Highest conversion rate
- Lowest bounce rate
- Exceptional repeat purchase model
- High email engagement

### Watchouts

- Business model differs from broader retail
- Some advantages are structural rather than transferable

### Key Metrics

| Owned Traffic | Return Visitors | Conversion Rate | Email Power | Bounce Rate | Pages/Visit |
|---|---|---|---|---|---|
| 83 | 22.84% | 8.7% | 4.33 | 33.94% | 5.18 |

### QuickLift Recommendation

Use first-party analysis to identify which replenishment and lifecycle strategies can be adapted to traditional retail experiences. Focus on customer recognition, repeat purchase triggers, and personalized lifecycle journeys that increase long-term customer value.

## ***Chewy:*** *The Category Leader Is Compounding*

Chewy scores 63.6, first of six. It is 4.3 points ahead of Pet Supplies Plus and 9.5 points ahead of Petco. The lead is not created by one isolated metric. It comes from a disciplined email program and a digital experience that retains engagement even at category-leading scale.

**WHAT THE DATA SHOWS**

Chewy's triggered and highly personalized campaigns produce a 42.09% read rate. Petco reads at 7.14%, PetSmart at 6.07%, Pet Supplies Plus at 5.34%, and 1800 PetMeds at 11.02%. Chewy's Email POWER Index is 81.37 against a peer average of 15.45, approximately 5.3 times the mean and 19 times the second-best program in the set.
The operating discipline is visible in the inputs: 5.71% of the list per campaign, the tightest segmentation in the file; 0.26 emails per user per day, the lowest frequency in the set and roughly eight messages per month compared with PetSmart's thirty-six; and a 1.1% spam-complaint rate, the lowest in the set.

Chewy also carries a 22.00% delete rate, the highest in the set. That number should not automatically be read as failure. When paired with a 42.09% read rate, it suggests that recipients notice the message and make a decision. Petco's 13.09% delete rate against a 7.14% read rate is not necessarily healthier; it may reflect a much larger audience that has stopped paying attention.

Chewy's primary list of 4.1 million subscribers appears small against 18.26 million monthly unique visitors, but a second sending domain generated 8.5 million sends last month at a 10.53% read rate. The pattern strongly suggests that Chewy separates higher-intent and lower-intent audiences rather than treating every reachable address as one list. Even the lower-intent stream outreads Petco's primary program by 47% and PetSmart's by 73%.
Scale does not dilute the result. Chewy receives 45.04 million visits per month, 3.3 times Petco and 3.3 times PetSmart. It attracts 18.26 million unique visitors, more than every other brand in the file combined. Yet it still produces 5.89 pages per visit, a 59.45% multi-visit rate, a 37.96% bounce rate, and an Owned Traffic Retention Index of 80.

The clearest signal is customer mix. Returning visitors represent 51.48% of Chewy's traffic, making it the only brand in the set where returning customers outnumber first-time visitors. The peer average is 33.39%. Chewy is 54% above that average while operating at more than three times the traffic of its nearest rival and sending a fraction of the email volume.

Every other brand in the set is refilling the bucket. Chewy is compounding.

**QUICKLIFT HYPOTHESIS**

Chewy's primary opportunity is not to copy a competitor. It is to protect the retention engine while examining the cost of maintaining the lead. The first-party review should determine where paid acquisition can be reduced, redirected, or made more productive without weakening the customer relationships that drive repeat behavior.

## **Petco:** *Brand Strength Is Not Surviving the Handoff*

Petco scores 54.1, fourth of six, 9.5 points behind Chewy and 0.3 points ahead of PetSmart. Its largest deficits cluster around one business question: what happens after Petco has already paid to acquire the customer?

**WHAT THE DATA SHOWS**

Petco converts at 3.4%, last of six. The peer average is 5.52%, so Petco is approximately 38% below the mean. 1800 PetMeds converts at 8.7%, representing a 156% relative advantage over Petco. PetSmart, despite a slightly lower composite score, converts 8.8% better.

Traffic is not the constraint. At 13.76 million monthly visits, Petco is second only to Chewy and ahead of PetSmart, Pet Supplies Plus, PetMeds, and Bark combined. Petco has built the second-largest audience in the category and monetizes it at the lowest rate in the category.

Petco's Paid Traffic Retention Index is 50, also last of six, against a peer average of 62. Pet Supplies Plus leads at 74. Approximately half of Petco's paid visits arrive and leave without meaningful engagement. At $0.72 per PPC visit, Petco appears to be the most efficient media buyer in the peer set. But when the cost is recalculated only against visits that survive the landing experience, Petco's $1.17 per retained visit falls behind PetSmart's $1.03. The acquisition discount is real. The retained-value advantage is not.

Petco's Email POWER Index is 3.41 against a peer average of 15.45, approximately 78% below the mean. Petco maintains 8.5 million subscribers and sends 134.2 million messages per month, yet records a 7.14% read rate. Chewy reads at 42.09% on a list half the size and approximately one quarter of the volume.

Petco delivers 15.8 messages per subscriber per month and touches 14.62% of the list per campaign. Chewy delivers roughly eight messages and touches 5.71%. The data suggests that Petco is generating much more communication for substantially less engagement.

**QUICKLIFT HYPOTHESIS**

Petco does not appear to have a reach problem. It appears to have a post-acquisition problem.

Petco lands approximately 3.64 million paid visits per month and retains 50%. Moving to the peer average of 62 would produce approximately 437,000 additional retained paid visits per month on the existing budget, a 24% efficiency gain with no line-item increase.

The first area to validate is post-click alignment. Petco runs the highest social traffic share in the set at 9.99%, and 67.69% of that traffic bounces, representing roughly 931,000 visits per month that expire on arrival. The first test should map landing destinations to creative, audience, product, and loyalty intent rather than defaulting to a generic category experience.

The email hypothesis is equally direct: reduce email per user per day from 0.52 toward Chewy's 0.26, reduce list share per campaign from 14.62% toward Chewy's 5.71%, and replace indiscriminate volume with triggered flows keyed to site and loyalty behavior. First-party campaign data would determine the realistically addressable reduction and whether audience overlap, transactional traffic, or store-related communication explains part of the observed volume.

## ***PetSmart:*** *Massive Scale, Weak Value Conversion*

PetSmart scores 53.8, fifth of six, ahead of only Bark and 9.8 points behind Chewy. The scorecard does not describe a brand without scale. It describes a brand with more scale than anyone except Chewy, converting less of it than anyone except Petco.

### WHAT THE DATA SHOWS

PetSmart generates $11.23 billion in annual revenue, with approximately $0.85 billion online. That is 7.6% web revenue, the lowest share in the set, roughly one third of Petco's 20.47% and one quarter of Pet Supplies Plus's 29.06%.
Traffic does not explain the gap. PetSmart receives 13.73 million monthly visits and 7.15 million unique visitors, second only to Chewy and more unique visitors than Petco. The website carries a 43.23% bounce rate, the highest in the peer set and 27% worse than 1800 PetMeds' 33.94%. Visitors who remain view 4.09 pages, fifth of six, and 3.7% convert, approximately 33% below the peer average of 5.52%.

Roughly 5.94 million monthly visits reach PetSmart.com and leave without a second page. That does not prove the digital business lacks value. Digital activity may influence store purchases, grooming, training, boarding, veterinary services, pickup, subscriptions, loyalty engagement, or app behavior that an outside model cannot fully observe. But the visible gap is too large to dismiss.

PetSmart's Email POWER Index is 0.72 against a peer average of 15.45, approximately 95% below the mean. PetSmart holds 17.1 million subscribers, the largest list in the category by more than two times, and deploys 624 million sends per month across 451 campaigns. That is 4.6 times Petco's volume and 19 times Chewy's.

The program sends approximately 36.5 messages per subscriber per month, or 1.2 per user per day, the highest frequency in the set. Its read rate is 6.07%, fifth of six. Chewy reads at 42.09% on a list 4.2 times smaller while sending roughly eight messages per month.

PetSmart's list share per campaign is 8.09%, second only to Chewy's 5.71%. That does not prove the segmentation strategy is sound, but it does suggest that broad list blasts are not the only problem. PetSmart appears to be contacting smaller audience slices with extraordinary frequency. Campaign-level overlap and incremental-response data are required to determine how much of that activity is creating value rather than repeated exposure.

### THE UNCOMFORTABLE QUESTION

PetSmart has built enormous digital scale. The harder question is whether the organization is measuring how much marketing it produces or how much customer value that activity creates.

### QUICKLIFT HYPOTHESIS

The first move should not be another platform or a broad conversion redesign. It should be a focused validation of three questions: how much email volume produces incremental engagement; where paid, owned, loyalty, and service-related visitors land and why they leave; and how much digital activity influences store, service, app, pickup, and subscription behavior that conventional ecommerce reporting misses.

If first-party data confirms the pattern, the first action is to reduce low-value volume while preserving segmentation, replace removed volume with behaviorally triggered communication, and improve landing experiences before launching a conventional conversion optimization program.

Moving bounce from 43.23% to the 40.15% peer average would return approximately 423,000 visits beyond the first page every month. Moving to Chewy's 37.96% would return approximately 723,000. PetSmart also carries the most paid-dependent mix in the set at 30.52% and retains paid traffic at 58 versus 70 for owned traffic. The traffic being discarded is disproportionately the traffic PetSmart purchased.

PetSmart does not appear to have a reach problem. It appears to have a value-conversion problem.

## **Bark:** *Strong Conversion, Weak Retention Before the Sale*

Bark scores 52.9, last of six and 10.7 points behind Chewy. Several conventional web metrics are affected by its subscription and app model. Its 11.21% return-visitor rate is last of six, but monthly active app users equal 124.45% of mobile web visits, the highest ratio in the set and 4.4 times PetSmart's 28.54%. Bark's subscribers are not necessarily missing; many are operating in the app, and subscription revenue does not require a monthly website visit.

### WHAT SURVIVES THAT ADJUSTMENT

Bark's Owned Traffic Retention Index is 48, last of six and approximately 33% below the 71.5 peer average. Every other brand retains between 70 and 83. Direct traffic, the highest-intent web visit, bounces at 50.81% compared with 17.26% at Chewy and 21.99% at Petco. SEO traffic bounces at 52.90%. Pages per visit are 3.34, last of six and 27% below the peer set.

New visitors represent 88.79% of Bark's traffic, the highest share in the file by 15 points. At the same time, Bark converts at 6.4%, tied with Chewy for second and 16% better than the peer average. The site is capable of closing customers who engage. The larger issue is how many high-intent prospects disappear before Bark gets the chance.

Bark's Email POWER Index is 0.10. Its read rate is 10.97%, third of six and ahead of Petco, PetSmart, and Pet Supplies Plus. Delete rate is 21.01%, second highest, and spam complaints are 1.9%, second lowest. The audience notices the messages. But the program includes 2.3 million subscribers, 70 million monthly sends, approximately 30.4 emails per subscriber, and only about 69 observed site visits attributable to the email channel in a month. That result strongly suggests that much of the communication is transactional, operational, app-oriented, or disconnected from a commercially useful web destination. First-party click, app, subscription, and revenue data would be required to separate those explanations.

### QUICKLIFT HYPOTHESIS

Bark's site is primarily a subscription acquisition funnel. Every bounced direct visit is not simply a lost order; it may be a lost recurring-revenue relationship.

Moving Owned Traffic Retention from 48 to the 71.5 peer average would return roughly 42,000 additional retained owned visits per month, a 49% improvement against a funnel that already converts at 6.4%. The fastest test is landing-page personalization matched to arrival intent, especially on a site where 88.79% of visitors are new and 70.16% arrive on mobile: dog profile, size, chewer strength, and first-box offer above the fold.

The email program should also be evaluated for list share and commercial purpose. Bark touches 30.74% of the list per campaign, the loosest segmentation in the set, and sends approximately 1.0 message per user per day. Moving toward Petco's 14.62% list share and the 0.49 category median, then replacing removed volume with add-ons, Super Chewer upgrades, and replacement offers keyed to box history and app behavior, would test whether the current read rate can be converted into measurable value.

## ***Pet Supplies Plus:*** *The Best Economics May Be Hiding in Plain Sight*

Pet Supplies Plus scores 59.3, second of six, 4.3 points behind Chewy and 5.2 points ahead of Petco. That is an unusually strong position for a $1.44 billion franchise chain competing against two $11 billion retailers and a $12 billion pure-play.

**WHAT THE DATA SHOWS**

Pet Supplies Plus generates 85.09% of its traffic from owned sources, the highest share in the set, and only 14.91% from paid traffic, the lowest by eight points. Monthly PPC spending is approximately $74,696 compared with Chewy's $12.36 million. It has reached second place while spending roughly 6% of the leader's media rate.

Its email program is disciplined in frequency but weak in relevance. Pet Supplies Plus reads at 5.34%, last of six. Delete rate is 8.81%, also the lowest in the set. A list that neither opens nor deletes has not necessarily rejected the message; it may have stopped registering that the message arrived.

The mechanics are restrained: 1.8 million subscribers, 26.8 million sends, and 0.49 emails per user per day, second lowest in the file and approximately one third of PetSmart's frequency. Yet the Email POWER Index is 2.75 against a peer average of 15.45, approximately 82% below the mean. Spam complaints are 3.3%, the highest in the set.

The likely mechanism is list share per campaign. Pet Supplies Plus touches 26.59% of its list per campaign, fifth of six. It sends a quarter of the list the same message, and approximately 95% do not read it. The data suggests that restraint without relevance is producing silence rather than efficiency.

Pet Supplies Plus converts at 4.5%, fourth of six and approximately 18% below the 5.52% peer average. Bounce is 42.20%, fifth of six. Pages per visit are 4.47, third. Multi-visit is 46.27%, fifth. Returning visitors represent 39.15% of traffic, second in the set. The loyalty is real, the store base appears to be doing its job, and 2.26 million visits arrive each month without a meaningful media invoice.

Mobile represents 81.04% of visits, the highest share in the file, yet 95.5% of those visits leave without buying. Paid Traffic Retention is 74, first of six, while Owned Traffic Retention is 76, third. Pet Supplies Plus retains purchased traffic better than anyone and treats the traffic it earns for free only slightly better than the traffic it buys. For a brand built on owned traffic and neighborhood relationships, the economics are backwards.

**QUICKLIFT HYPOTHESIS**

Pet Supplies Plus does not need more traffic. It needs to recognize and convert the customers it already has.

Moving conversion from 4.5% to the 5.52% peer average represents a 23% relative improvement. Applied mechanically to a $420 million web business, that equals as much as approximately $95 million in annualized gross revenue opportunity. That is not a forecast. First-party traffic, order value, attribution, store cannibalization, inventory, and franchise data are required to determine the realistically addressable portion.

The first workstream should be mobile-first and locally relevant: localized inventory, store pickup paths, signed-in loyalty context, pet profile, purchase history, and franchise-local messaging on a phone-sized experience.

The email program should not simply send less. Frequency is already close to the category median. The opportunity is to reduce list share per campaign from 26.59% toward Chewy's 5.71% and use store, inventory, pet profile, and purchase history to create locally relevant communication. A reasonable initial benchmark is Petco's 7.14% read rate, a 34% improvement over the current result. The 3.3% spam rate should decline as relevance improves.

## **1800 PetMeds:** *A Specialized Benchmark, Not a Direct Template*

1800 PetMeds repeatedly leads or approaches the lead in the comparison. It converts at 8.7%, carries a 33.94% bounce rate, and posts an Owned Traffic Retention Index of 83. Its email read rate is 11.02%, second to Chewy among the reported programs.

Those results matter, but the operating model is different. Pharmacy and replenishment behavior can create stronger intent, repeat purchase, and lower browsing friction than broad pet retail. PetMeds should therefore be used as a benchmark for retention discipline and replenishment behavior, not as proof that every retailer should reproduce the same funnel.

The first-party question is which PetMeds advantages are structural and which are transferable: refill timing, reminder logic, customer recognition, repeat-purchase pathways, reduced choice complexity, and lifecycle triggers.

## WHAT QUICKLIFT DOES NEXT

This outside-in analysis identifies where value may be leaking. It is not the final diagnosis, and it is not a technology proposal.

Solvenna begins with a complimentary review of first-party site analytics and relevant operating data to determine which patterns are real, how large the addressable opportunity is, and which initiatives can be activated fastest using the current stack.

- Validate the outside-in findings against site, app, media, ecommerce, loyalty, CRM, ESP, store, and service data.
- Quantify the realistic revenue, efficiency, and customer-value opportunity rather than relying on a mechanical benchmark alone.
- Prioritize two or three initiatives by impact, effort, time to validate, and data readiness.
- Return within two weeks with a customized growth roadmap showing where the brand can outperform the competition, how existing data and technology should be activated, and exactly how success will be measured.
- Move into implementation with one objective: meaningful, measurable business results that can be verified within the first 90 days.

QuickLift is disruptive because it asks a harder question than whether the marketing technology is working: Is the organization converting the reach, data, and technology it already owns into measurable customer and revenue value?

To review the full scorecard and determine which opportunities are worth validating, schedule an introductory working session with the Solvenna QuickLift team.

## SOLVENNA QUICKLIFT IS THE ANSWER

Solvenna's QuickLift program doesn't just identify opportunities—it helps brands turn competitive insights into measurable revenue growth. Once QuickLift reveals the highest-impact opportunities across your digital channels, our analytics team conducts a complimentary review of your first-party site analytics to validate our outside-in findings and prioritize the initiatives with the greatest potential impact.

Within two weeks, we return with a customized growth roadmap that highlights where your brand can outperform the competition, how we recommend activating the technology and data assets you already own, and exactly how success will be measured. If the strategy aligns with your goals, we move quickly into implementation with a singular objective: delivering meaningful, measurable business results that can be verified within the first 90 days.

**See What's Possible Beyond the Benchmark**
The data shows where you stand.
QuickLift shows you how to win.

Let’s set up an introductory meeting to discuss the overview report provided in this package.