

# How Downtown Pet Supply Decreased Ad Spend and Doubled Revenue with Intentwise

## THE NEED: Increased ease and efficiency of advertising on Amazon

Downtown Pet Supply (DPS) is a top pet product supplier, selling goods from dog harnesses, leashes and collars to treats, chews and bully sticks. DPS sells almost entirely online through various e-commerce channels including Chewy, Groupon, Walmart, eBay, and DowntownPetSupply.com, with Amazon being its primary and most robust channel. With a schedule of two new product launches each week, advertising and ad spend is important to DPS's sales. And with DPS's presence on Amazon, advertising there is especially critical.

Before engaging with Intentwise, DPS's Vice President of Marketing & Product Development Kevin Hong was handling Amazon advertising in-house. He shared that managing advertising internally and manually can be overwhelming and time-consuming if you're not an expert. And at the rate Amazon releases new advertising features, it's almost impossible keep up on the latest advertising methods. Kevin knew an assistive platform was necessary if he wanted to advertise smartly.

## THE RESULT: Doubled revenue and decreased spend

Through its automated platform, Intentwise solved DPS's resource problem and made advertising more efficient, allowing Kevin to spend more time on higher-level strategic duties.

After a year of working with Intentwise, DPS has:

- Doubled its revenue year-over-year consistently
- Increased its incremental revenue by 19%.
- Advertising spend decreased 15%
- ACOS decreased 35% year-over-year.

DPS is performing better than ever before on Amazon, thanks to Intentwise. "Intentwise is a crucial asset to our business, and a very important partner to us in the short and long term," says Kevin.

## THE SOLUTION: Intentwise's accessible advertising platform and knowledgeable support team

After reviewing various Amazon advertising platforms, Kevin chose Intentwise because of its user experience and data accessibility. The platform is very easy to navigate, and important advertising data is made easy to analyze. One doesn't need to be a data expert to understand one's ad results when using Intentwise's platform.

Automation was another draw. With a plate full of many other important tasks, Intentwise's automated platform immediately helped cut down on the tedious tasks associated with ad management. The platform analyzes performance data and intelligently makes recommendations to enhance performance. It offers the option to automatically implement those improvements into one's advertising strategy, saving hours of data-crunching and adjustment-making.

Intentwise's ability to scale to DPS's advertising needs is also beneficial, particularly because of DPS's rigorous product release schedule. Intentwise has also helped DPS identify and understand its competitors and develop strategies to out-compete and grow impression share.

Kevin particularly values the Intentwise team's deep industry knowledge and attentive customer service. "Intentwise really gives you that small business-service," he says. "The team is very knowledgeable and methodical in their approach to advertising - they know what they're doing." He appreciates that Intentwise stays up to date on Amazon's latest advertising features and makes suggestions for leveraging them, educating him about the new features along the way.

*"Intentwise is a crucial asset to our business."*

**Kevin Hong,**  
Vice President of Marketing & Product Development