

# HOW PRAIRIE HORSE SUPPLY SAVED TIME AND MONEY WHILE BOOSTING SALES WITH INTENTWISE

**OVERVIEW:** Prairie Horse Supply is a business that offers everything an equine enthusiast could ever need, from saddle bags and fly masks to riding crops and brushes. Based in Charleston, South Carolina, the company launched directly on Amazon in 2014, and started advertising on the site in 2015. Today it sells over 1,300 different products to customers across the United States.

## **The challenge: Reduce Prairie Horse Supply's weekly ad spend without wasting hours on manual analysis**

Prairie Horse Supply maintains an extensive product catalog, which is great for its customers, but made managing their Amazon advertising very challenging. Their account generated so much data, it would take owner and CEO Amy Lubeck 2 full weeks, working 3-4 hours a day, to dig through all the spreadsheets and figure out how to lower her ad spend. The process was eating too much of her time that should have been spent growing the business. Even worse, by the time she completed her analysis, customer behavior – and the Amazon platform – had already changed, shooting her ad spend back up and forcing her to begin anew. The situation was untenable.

**REDUCED ACOS FROM  
30% to 11%**

## **ABOUT PRAIRIE HORSE SUPPLY**

### **Industry:**

Pet Supplies

### **Location:**

Charleston, South Carolina, USA

Prairie Horse Supply is a business that offers everything an equine enthusiast could ever need, from saddle bags and fly masks to riding crops and brushes.

## **The Solution: Intentwise's technology platform and services**

Prairie Horse Supply learned about Intentwise from another Amazon-based company that had experienced similar growing pains. Fed up with the entire process, Amy decided to just turn the reins over to the experts and let them optimize the ads for her.

The first thing the Intentwise team did was to set up Prairie Horse Supply's Amazon account on their platform, which leverages machine learning and AI to optimize ads. It enables to automatically pull and analyze copious amounts of data, generating insights and recommendations for improving ad performance. It also allows for automated campaign management within set parameters, freeing up campaign managers from having to constantly monitor performance and make manual adjustments.

## **The Result: A reduction of ACOS and increase in sales.**

The benefit of having Intentwise manage Prairie Horse Supply's Amazon account was immediately clear: costs went down, and sales went up. Intentwise was able to reduce Prairie Horse Supply's advertising cost of sale (ACOS) down from 30% to a steady 11%, month over month. In addition to the cost savings, revenue went up, as sales steadily increased.

As for Amy, instead of spending weeks trying to make sense of endless spreadsheets, she was able to reduce her Amazon marketing time to biweekly meetings with the Intentwise team, during which they went over progress, results, and new ideas. "I'm free to focus on what I want to," says Amy.

*"I know that Intentwise are the experts, not me. I know how much I'm spending to have them on my account, and I know I'm saving money and time. There's no doubt we're doing better with them handling our advertising."*

**- Amy Lubeck, CEO, Prairie Horse Supply**