



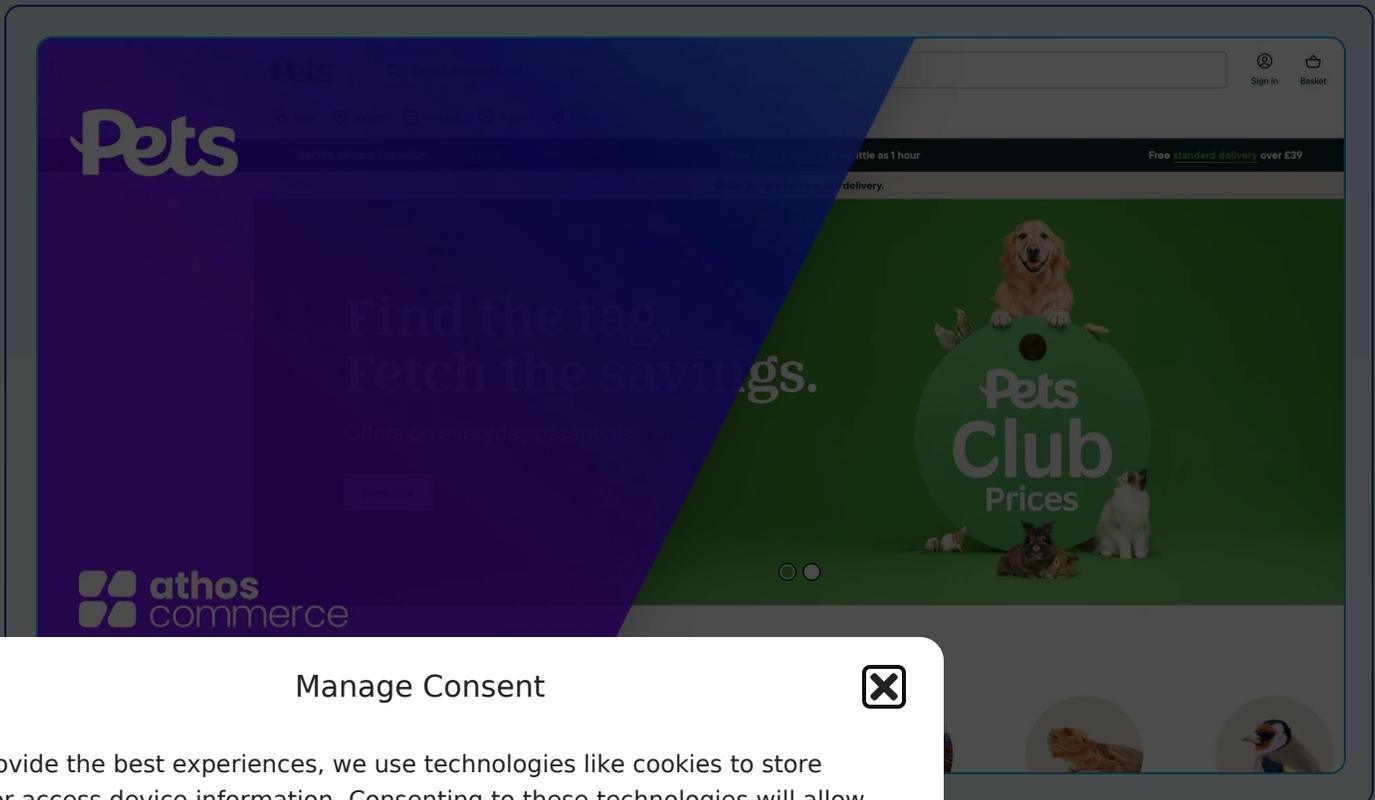
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Pets at Home Case Study

Pets at Home increased reach by 75% and clicks by 33% through feed optimization and experimentation, empowering the team to take greater control of product data and performance.



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750/
33%

Boost in Clicks

”

We were drawn to Athos Commerce’s Intelligent Reach solution as they offered a platform with guidance, expertise, and capability that enabled us to efficiently optimize our data, as well as quickly run experiments to test our ideas.

Sian Wells

PPC Executive, Pets at Home

The Brand

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services to support pet owners
10+ grooming salons, and
brand, Pets at Home provides
ence, expertise, and trust. The
ket, reflecting its commitment
owners.



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The Challenges

Pets at Home was struggling to maximize the impact of their Google Shopping campaigns. Suboptimal product data limited visibility, which made it harder for pet parents to discover

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control over their feed and
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The Solution

By adopting Athos Commerce's Intelligent Reach platform, the team gained direct control over product feeds—enabling them to resolve data issues and boost visibility across Google

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mentation. Following their
multi-variant tests using the
es that delivered the biggest

igital marketing team felt
pendently, reducing

execution.



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s at Home now delivers more
g team is equipped with the
sulted in:



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growth. Contact us today to start optimizing your store for success.

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Solutions



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