

How Elanco Gained A Competitive Edge In Pet Health Retail With Bedrock Analytics

Harmonizing fragmented data sources to fuel faster insights, Smarter decisions, and more powerful retail storytelling.

INDUSTRY: Pet Health

USE CASE: Centralized Analytics, Retail Storytelling, Category Management

The Challenge

- ➔ Elanco's U.S. Pet Health division operated across a complex landscape, encompassing multiple product categories, online and offline retailers, and five or more data sources.
- ➔ But without a unified platform, it took **days** to compile basic category views.



“In a fragmented retail landscape, we needed faster, clearer visibility to stay competitive”

— Jesse Chester, Senior Director, U.S. Pet Health - Category Leadership

The Solution

- ➔ Elanco turned to **Bedrock Analytics** to harmonize, visualize, and activate their data. The Bedrock team partnered with Elanco to build a **custom hierarchy** segmented by species and product type creating a shared data language across departments.

Key Features:



Custom Segmentation and Product Hierarchies



Pre-built Visualizations and Workflows



Centralized Insights Updated Weekly



Harmonization of 5 Data Sources: Syndicated, Ecommerce & Retail Portals

Quick Stats



45+ Users in Sales, Marketing, Insights



Cross Category Views by Channel



Insights Generated in Under 5 Minutes



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The Results

➔ Insights in Minutes, Not Days

What once took 2–3 days—like building a species level performance view now takes under 5 minutes.

➔ Faster Market Response

Weekly updates feed into a centralized platform, allowing Elanco to spot shifts and act quickly.

➔ Unified Cross-Functional Language

Custom hierarchies align marketing, sales, and insights teams with a shared view of data.

➔ Stronger Retail Storytelling

Sales teams use visual exports to tell more compelling, data-backed stories to retail partners.

➔ One View, All Categories, All Data Sources

Analyze OTC flea & tick, dewormers, and supplements in a single retailer view no platform switching.

➔ Seamless Data Harmonization Across Sources

Successfully harmonized five distinct data sources into a single, structured environment, eliminating manual work and enabling consistent, cross-channel insights.

➔ Hands-On Support & Training

Bedrock's team offers real-time help and scalable training to onboard internal teams quickly.



“ Bedrock helped us accelerate our insights dramatically, with fewer internal resources. They're not just a platform, they're strategic partners. ”

— Jesse Chester, Elanco

The Impact

- ➔ With Bedrock, Elanco transformed retail analytics from a manual burden into a strategic advantage, delivering clearer insights, faster decisions, and more confident storytelling in a fast-moving market.

Ready to Turn Data into Action?

Visit bedrockanalytics.com to learn more or request a demo.

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