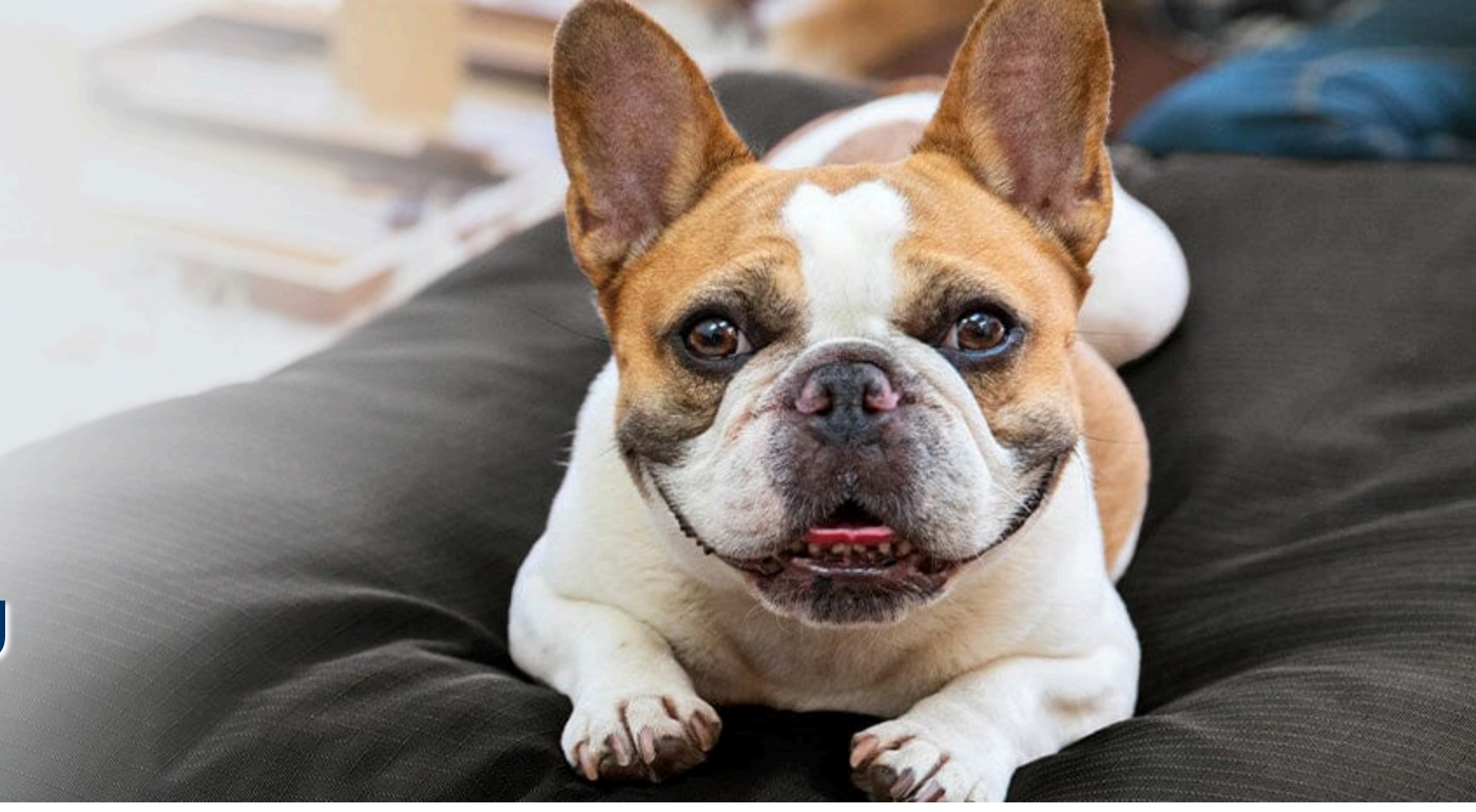


Pet Product Manufacturer Goes Ballistic on Amazon Advertising



KEY METRICS



+164%
Revenue



+146%
Orders



+30%
ROAS

Amazon Growth Strategy

Connecting with new customers on Amazon is challenging for any business, particularly in a saturated market. This difficulty is amplified for a brand like K9 Ballistics, which specializes in sustainable, durable pet products while targeting a cost-conscious audience. However, with the right Amazon Advertising strategy, companies like K9 Ballistics can break through the noise and attract loyal customers, driving future growth.

K9 Ballistics, once off-leash, has discovered new traction in reaching expanded audiences through Amazon advertising. The insights gained from this journey offer a path other niche brands can track to find similar success.

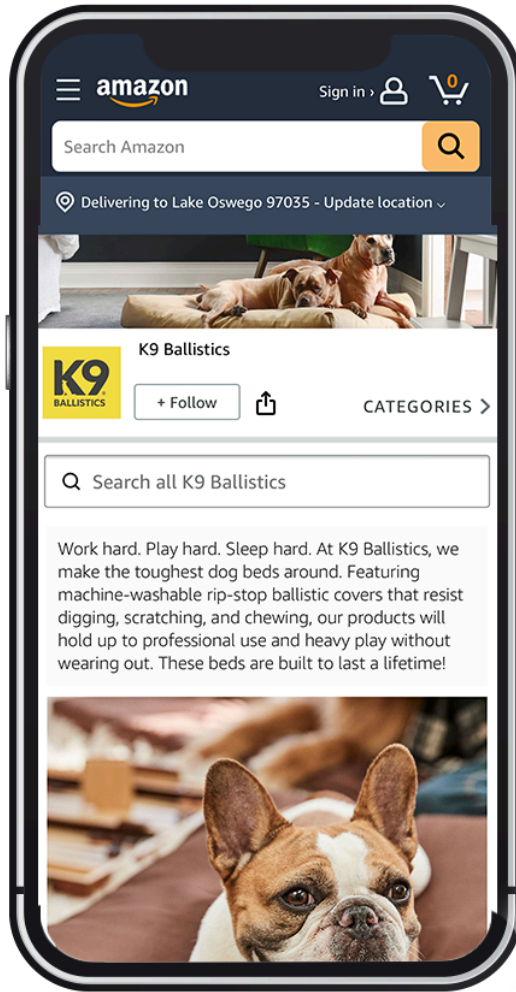
ABOUT K9 BALLISTICS

Founded in 2010, [K9 Ballistics](#) began with a mission to create highly durable dog beds and accessories that could withstand even the toughest chewers. Over the years, the company built a reputation for producing long-lasting, high-performance pet products using sustainable practices and top-quality materials. By focusing on eco-friendly alternatives and addressing the needs of dogs who love hard, the company has earned a loyal following among pet owners seeking premium, environmentally-conscious solutions.



Obedience Training

K9 Ballistics has been brand-registered on Amazon for nearly a decade, but the platform was never the top dog in the marketing kennel. However, as the landscape shifted, Amazon became a critical outlet for the business. To maximize visibility, K9 Ballistics prioritized Amazon alongside its Google Ads and social media campaigns, both under LP management. This shift marked a turning point in effectively seizing new growth for its brand of products.



Finding a Cadence

Thanks to a strong partnership with K9 Ballistics, LP quickly implemented initiatives to support their account:

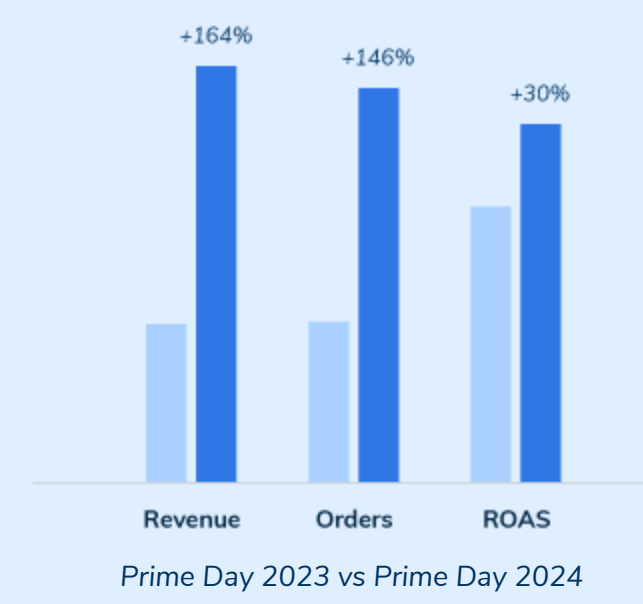
- Keyword variations to identify new high-converting terms
- Eliminating campaign redundancies to preserve budget
- Aligning demand capture with off-platform promotions
- Expanded competitor targeting to reach buyer's window shopping
- Competitive pricing visibility to enhance consumer trust
- Prioritizing lower-funnel keywords to boost conversion rates

Prime Day Exposé

K9 Ballistics prepared for its first Prime Day sale under LP's Amazon management, joining just 70 days before the event. With previous experience managing their PPC and paid social accounts, LP used insights into customer buying behavior to guide ad targeting toward high-conversion shoppers.

Flexibility in daily ad spend facilitated an increased budget while driving growth in ROAS. Expanded competitor targeting reached new users, resulting in 179,402 impressions and 50 additional orders over the two-day sale.

Prime Time Results



POSITIVE REINFORCEMENT

Building on the success of Prime Day, K9 Ballistics is significantly increasing its advertising efforts for the holiday season. The company is focusing on expanding its product lines to capture a larger market share while reinforcing the sales of its core products.

Tricks For Achieving Similar Results

- 🔍 Identify top competitor campaigns to create market separation
- 📦 Create product bundles to increase AOV (average order value)
- 👉 Focus on top-selling items to drive promotional impact
- 💡 Keep your budget fluid to capitalize on unforeseen opportunities

Is your business tired of barking up the wrong tree? Reach out today for a free walk around the account park.

[Learn More](#)