Case Study

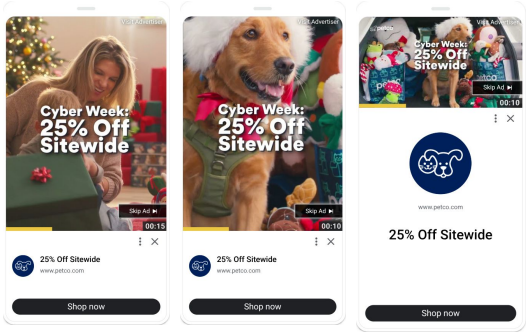
RETAIL: SPECIALTY

Petco fetches 600% omni ROAS and 71% more store visits with Demand Gen

petco where the pets GO

Omnichannel specialty retailer
AMER - United States • Petco.com

Agency Name: Ovative



The Challenge

Petco continuously seeks to deepen its relationship with high-value customers and drive in-store performance. The challenge lay in cutting through a crowded marketplace to effectively engage pet parents during high-intent moments and drive quality traffic that converts into long-term loyalty members. Amidst Cyber Week, which is typically fueled by social investment, Petco opted to test Demand Gen to capture attention and accelerate lower-funnel performance.

The Approach

To accelerate omnichannel sales, Petco deployed a visually-driven Demand Gen strategy using high-performing social assets across Google's surfaces. By using first-party (1P) data, Lookalike segments, and Max Conversions bidding, the team successfully transformed engagement into action. Brand and Search Lift studies confirmed a "halo effect" across the funnel. While initially hesitant, Petco integrated its product feed after reviewing case studies to ensure success.

Partnering with Ovative: Ovative served as a key technical and strategic advocate, aligning the strategy with best practices through full ownership and implementation of the product feed. It made precise budget and bid recommendations that successfully captured increased conversion volume while maintaining an impressive ROAS.

The Results

Petco's shift to Demand Gen yielded a 626% increase in omni ROAS and a 71% surge in store visits. Results also showed a 6% lift in purchase intent and an 86% reduction in omni cost per acquisition (CPA). Integrating a product feed boosted omni ROAS by another 30%. Given these results, Petco has made Demand Gen a cornerstone of its media strategy, scaling this visual-first approach to drive long-term engagement and sustainable omnichannel growth.

> "It is incredible to see how Demand Gen has performed with the product feed added. We had no choice but to shift more money from social to capture all of the untapped demand at this ROAS."

Nancy De La Merced, Manager, Video & Programmatic, Ovative Group

626%
Increase in omni sales ROAS versus Demand Gen tests from the previous year

6%
Purchase intent brand lift

Primary Marketing Objective

- Grow Online Sales

Featured Product Area

- Demand Gen: Online Sales

ovativegroup Google Ads

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