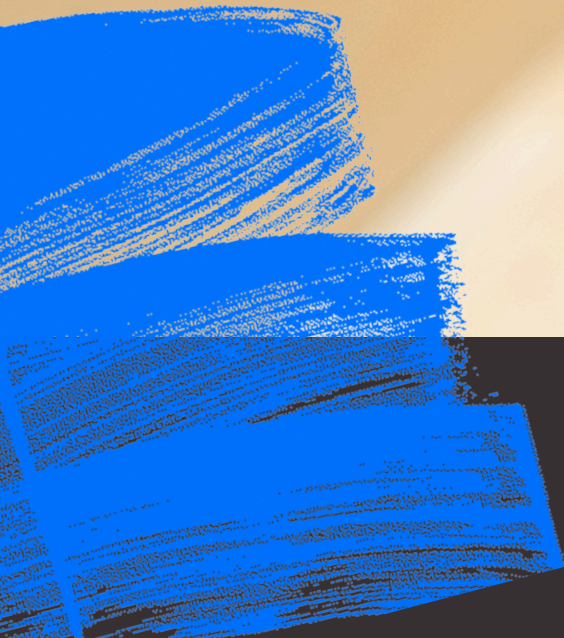


Blue Wheel 

THREE DOG BAKERY - CHIP'S NATURALS CASE STUDY

AMAZON ADS
AMAZON SUPPORT
INVENTORY & UX



BLUE WHEEL CASE STUDY

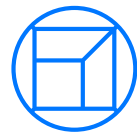
Three Dog Bakery (Chip's Naturals)

"A Taste of the Bakery in Every Treat."

Three Dog Bakery has been making natural, fresh-baked dog treats since 1989. They offer a variety of freshly baked goodies, including Lick'n Crunch!® and Itty Bitty Bones®.

The company also provides Celebration Cakes, Pupcakes®, and cookies for dogs. Their products feature high-quality ingredients and cater to dogs' taste preferences.





Contents

The Three Dog Bakery - Chip's Naturals case study is divided into four sections. Each demonstrates different aspects of our Amazon marketplace advertising, support, inventory, and UX strategic efforts and accomplishments.

01



02



03



04

[The Challenges and Goals](#)

The challenges we faced and our client's goals.

[The Actions](#)

The strategic steps we took to accomplish desired results.

[The Results](#)

The results we achieved for our client.

[The Conclusion](#)

Our conclusion and client testimonial.





The Challenges & Goals

The Challenges & Goals

Three Dog Bakery and Blue Wheel have been successfully collaborating for years, but in mid-2024, Chip's Naturals was acquired by Three Dog Bakery. This brand faced challenges in transitioning its Amazon operations as it heavily relied on a third-party (3P) seller who dominated sales.

Chip's Naturals' Amazon catalog needed to be optimized, and with its inventory levels unstable, selling on Amazon was a low priority. The acquisition by Three Dog Bakery presented an opportunity to reclaim sales, optimize listings, and establish a cohesive brand presence on the platform.

The main goals for Three Dog Bakery - Chip's Naturals were to:

- Build a cohesive brand identity and optimize product listings.
- Shift sales in-house by leveraging Fulfilled by Amazon (FBA).
- Begin advertising to grow brand presence and sales.
- Educate the internal team on Seller Central processes, as Three Dog Bakery's prior experience was limited to Vendor Central.



The Actions

Blue Wheel provided the following Amazon marketplace solutions to Three Dog Bakery - Chip's Naturals to address their challenges and goals:

Training and Support

Our Support team developed a 4-part training program for the brand's internal team, educating them on Seller Central functionalities and strategies.

Inventory Management

Our Inventory team took over inventory systems to stabilize stock levels and implemented FBA processes. We regularly replenish inventory to ensure sufficient stock at Amazon's warehouses, mitigating risks of stockouts. We adjusted shipping methods to expedite inventory check-ins when delays occurred.

Listing Optimization and Brand Cohesion

Our UX team rewrote content for product listings and created a cohesive visual identity through A+ pages, brand store design, and enhanced product imagery.

Advertising Campaigns

Our Amazon Ads team launched Sponsored Products and remarketing campaigns in early Q4, delivering early success to our client.



The Results

Throughout the course of our partnership, Blue Wheel helped Chip's Naturals increase its topline sales significantly, seeing 96% year-over-year growth.

- The brand finished December 31% ahead of forecast, showcasing a significant improvement compared to last year's performance.
- Ads were launched in October and achieved a 3.98 ROAS YTD while steadily ramping up ad spend.
- TACoS remained exceptionally low, at 4.1%.

Our client's Amazon product listings now exhibit a unified and professional brand identity, enhancing customer trust and conversion rates. Their internal teams are now well-versed in Seller Central, positioning the brand for sustainable growth.

+ 96%

YoY Growth in Topline Sales

3.98

YTD ROAS

4.1%

EOY TACoS





The Conclusion

The Conclusion

Blue Wheel provides a comprehensive Amazon marketplace strategy, including Amazon Ads, Amazon Support, Amazon Inventory, and UX. This enabled Three Dog Bakery - Chip's Naturals to overcome its initial challenges and achieve substantial growth on Amazon.

By stabilizing inventory, optimizing listings, and launching targeted advertising campaigns, we not only increased topline revenue but also built a sustainable framework for future success. The seamless integration of Chip's Naturals into Three Dog Bakery's ecosystem highlights the value of Blue Wheel's tailored approach to Amazon marketplace management.





About Us

Blue Wheel

We're a new breed of eCommerce agency, supporting brands through marketplace management and performance advertising. With over \$1B in revenue managed for our clients, we'll help your brand from click to ship, scaling your brand's sales across DTC, Amazon, Walmart, eBay, and retail.

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