

Blue Wheel 

THREE DOG BAKERY CASE STUDY

WALMART
CONNECT



BLUE WHEEL CASE STUDY

Three Dog Bakery: 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 case study is divided into four sections. Each demonstrates different aspects of our Walmart marketplace strategy efforts and accomplishments.

01



02



03

The Challenges and Goals

The challenges we faced and our client's goals.

The Actions and Creative

The strategic steps we took and the creatives we used.

The Results

The results we achieved for our client.





The Challenges & Goals



Three Dog Bakery is a dog treats company with a heavy presence in Walmart's physical stores. They have a great conversion rate amongst shoppers who are aware of the brand.

Their most significant challenge was to attract more lifelong branded shoppers by increasing awareness through generic category terms and boosting new-to-brand sales.

When you increase spending on generic terms, the brand often sees an overall decrease in efficiency. But the opposite happened for Three Dog Bakery - we were able to expand our non-branded reach while maintaining a healthy efficiency level.

The goal was to continue expanding their reach by actively pushing ads to new audiences, increasing brand engagement, and ensuring growth.



THE ACTIONS

The Process

Blue Wheel began working with Three Dog Bakery in December 2022. We started by implementing branded/non-branded strategies to better defend and scale the brand.

Sponsored Brands and Video ads were then launched, further expanding the reach and driving sales.

We implemented a bid staggering strategy, prioritizing exact match keywords, while setting lower bids on broad, phrase, and auto to continue driving keyword discovery, but at a lower cost.

The bidding was done on high-volume terms such as dog cookie, dog treats, healthy dog treats, and Christmas-related keywords, such as dog Christmas treat, candy cane dog treat, dog Christmas cookie, during and leading up to the holiday season.

With a high focus on these keywords, our efforts paid off and we saw a significant spike in the first half of the month. The majority of the budget went to non-branded holiday campaigns.



THE ACTIONS

The Process

Our team devised a strategy for holiday launches by:

- 01 *Creating separate campaigns and budgets for holiday items*
- 02 *Running Sponsored Products ads across all match types and placements*
- 03 *Launching Holiday Sponsored Brands with holiday-themed ad copy and video ads.*

One of the primary challenges faced was scalability. While the overall client's brand was healthy and had positive growth, the lack of presence in the generic territory was top of mind.

We understood that implementing and testing all ad types on the platform was a high priority. The key to this was strategically working our way from highly efficient Sponsored Products campaigns to, usually, less profitable ad types with a broader reach.

Understanding what works best and distributing the campaign budgets correctly enabled us to explore the brand's possibilities across different audiences.

By monitoring this process daily, Blue Wheel's team successfully scaled the brand, achieving growth with minimal impact on key metrics and without surpassing the client's profitability margins.

THE CREATIVE

The Holiday Creative & SB



Love Baked Into Every Bite

Sponsored by Three Dog Bakery

Shop now



+ Add

\$4.98

Three Dog Bakery Birthday Lick'n Crunch Dog Treats, 13 oz. box

★★★★★ 158



+ Add

\$7.98

Three Dog Bakery Soft-Baked Quiche Bites Dog Treats, 25 oz.

★★★★★ 189



+ Add

\$8.98

Cinnamutt Roll Crunch

★★★★★ 146



The Results

By revising Three Dog Bakery's strategy, we were able to build strong fundamentals and, from there, progressively create and scale additional ads.

The established base strategy covers main keywords and placements as our foundation.

As we want to maintain an evolving brand presence for Three Dog Bakery by continuously testing and integrating different campaigns.

THE NUMBERS SPEAK FOR THEMSELVES!

205%

Increase in NTB sales YoY

294%

Increase in ad revenue YoY

61%

Decrease in ACoS

168%

Increase in ROAS

176%

Increase in overall sales YoY





About Us

[Blue Wheel](#)

We're a new breed of omni-channel 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.



[Blue Wheel](#)



[@BlueWheelMedia](#)