

# Man's best friend: dogs, cats, and \$124 billion a year? The report you need to unleash your e-commerce pet marketing strategies



Your best email...

**TRY FOR \$7**

Americans love their fur-babies.

Fun fact: The average American dog owner will spend from \$14,480 to \$15,780 on their furry best friend over its lifetime.

That's a lot of donut beds, dog vitamins, calming beds, CBD for dogs... and marketing revenue up for grabs.

**What you can expect from this report:**

Deep analysis of a typical real-life sales funnel for pet products – from product page to post-purchase email.

What's working, what's not, and the easy wins you could replicate in your marketing strategy.

A laser focus on the actual pet-related ads that are working now on paid social, influencer marketing posts, email marketing...

And detailed examples – packed with tactics and lessons – of **why they're working**.

**Bonus:** If you're looking around for pet product ideas, we'll share some gems in the top 3 trending categories. Plus a list of pet-related holidays to skyrocket your marketing cuteness factor.

## **The Takeaway:**

Americans just can't say no to their pets. Spending on pets (per household) annually is higher than what we spend on alcohol, residential land-line phone bills, and men's clothing. So if you want actionable information on what marketing strategies are working in the pet industry right now along with swipeable examples to inspire you, get your puppy eyes on this deep dive report now.

## **Get A Marketer's Dive Into The Pet Industry**

Your best email...

**TRY FOR \$7**

***Check the preview***

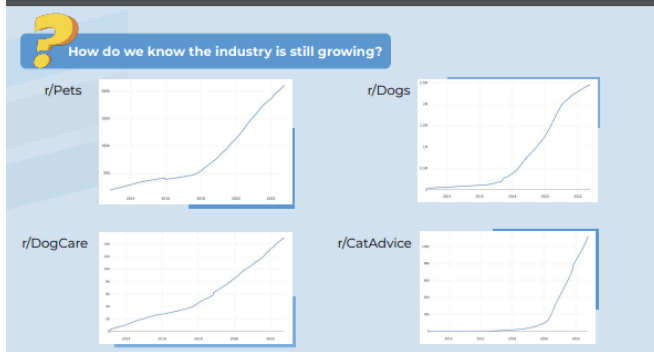
## Why the pet industry?

Aside from the fact that the ads of cute dogs are addicting to look at, there are some very good business reasons:

- Pet ownership exploded during the pandemic.
- Even though the trend is slowing down, it's still a growing niche.
- Pets stay with their owners for 10 years and sometimes more. Which means the LTV for pets can be huge.

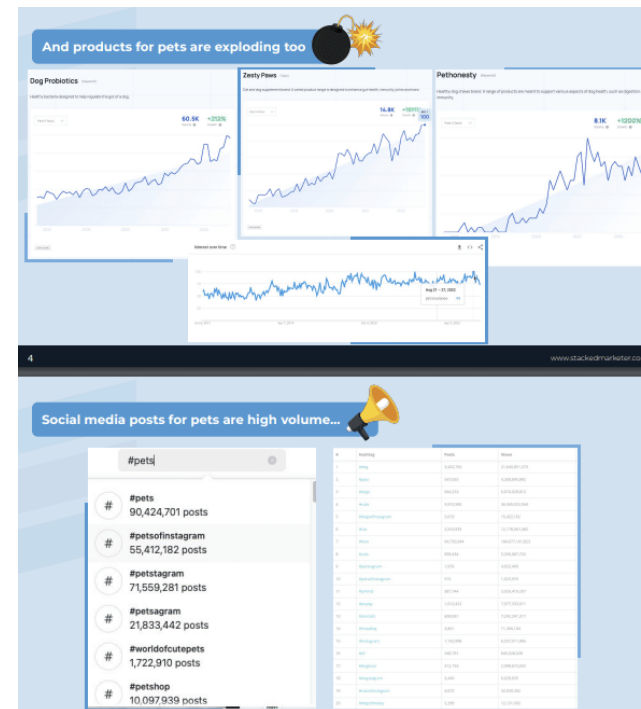
2 [www.stackedmarketer.com](http://www.stackedmarketer.com)

(./A Marketer's Dive Into



The Pet Industry - Stacked Marketer\_files/1.png)

The boom started during lockdowns time, but the industry is still growing



(./A Marketer's Dive Into The

Pet Industry - Stacked Marketer\_files/2.png)

More data to prove the growth

## LTV for pet product buyers must be insane. Here's why...

The American Kennel Club [estimates](#) that the cost for a dog varies between \$14,480 to \$15,780 depending on size and life expectancy.

[A Synchrony study estimates](#) between \$19,893 to \$55,132 for dogs and \$15,055 to \$45,790 for cats.

Global pet care market [was already](#) at \$150B in 2021 and it's expected to grow 5.1% per year from 2022 to 2030.

6

www.stackedmarketer.com

(./A Marketer's

So, we have...

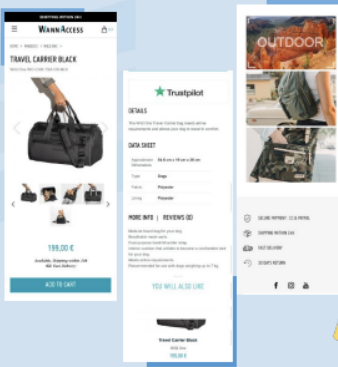
- A growing industry
- With likely a very high LTV based on care cost numbers
- Plenty of consumables (items that have to be bought regularly)
- With buyers that have a strong emotional connection to their pet

While this might not sound as "sexy" as NFTs and AI, we think marketers and entrepreneurs have a sizeable opportunity in the pet industry...

Let's dive into the marketing side of things

Dive Into The Pet Industry - Stacked Marketer\_files/3.png)

Dog owners spend between \$19k and \$55k to in a lifetime



### The Product Page

Very basic, no creative copywriting.

Standard structure:

- Product images
- Product description
- Product data
- Reviews
- "You might also like" section

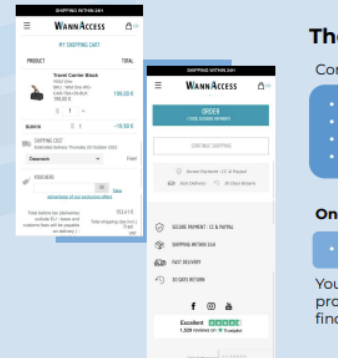
Simple improvements they could make:

- Floating CTA that shows up above the fold
- Photos of real buyers using the product
- Creative copywriting alongside the useful, but rather dry, description

10

www.stackedmarketer.com

(./A Marketer's Dive



### The Cart Page

Continues the simple style and its basic structure:

- Info about products in cart
- Shipping cost info
- Discount code section
- Summary of the order

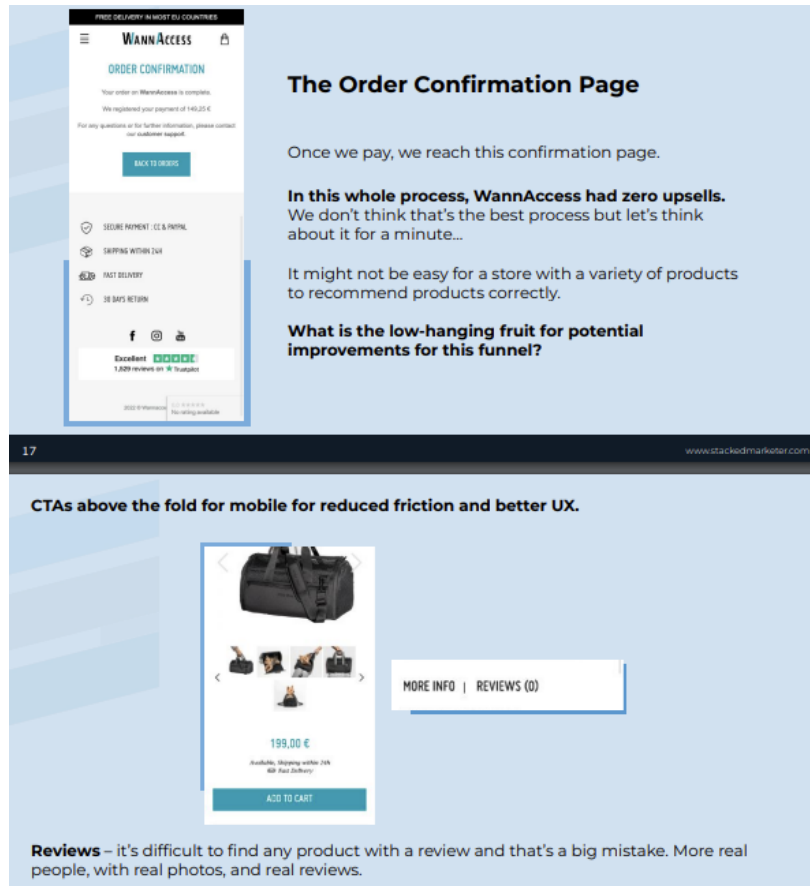
One thing they could improve:

- Floating CTA so we can move quicker.

You've noticed by now that we're big proponents of making sure the CTA is easy to find above the fold on all screens.

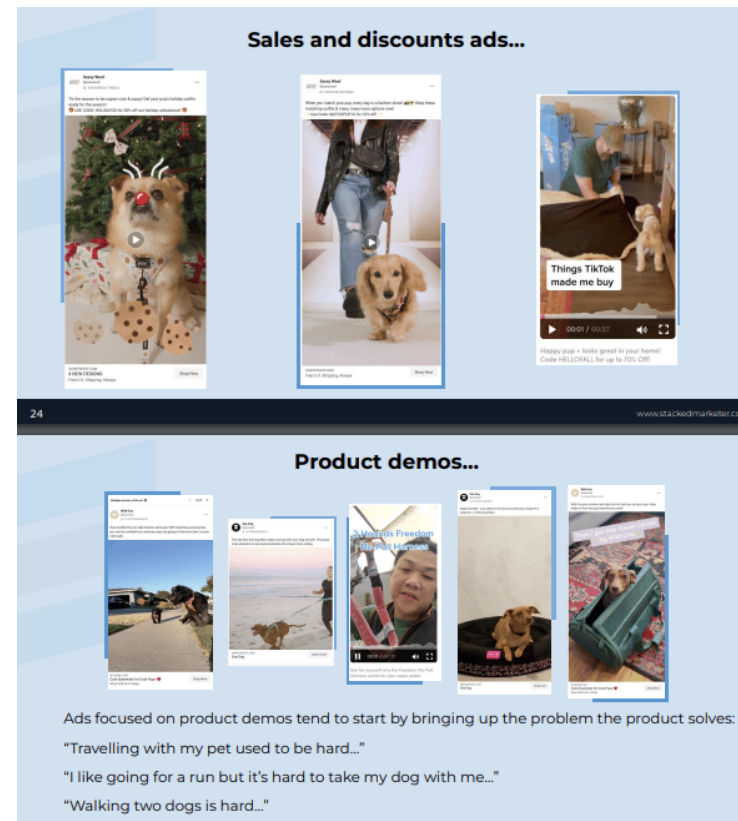
Into The Pet Industry - Stacked Marketer\_files/4.png)

How pet businesses market their products



Dive Into The Pet Industry - Stacked Marketer\_files/5.png)

We broke down some pet industry funnels



Into The Pet Industry - Stacked Marketer\_files/6.png)

A pet industry-related swipe file

**Join Stacked Marketer Pro to get A Marketer's Dive Into The Pet**

# Industry and 20+ more Pro Reports

Your best email...

**TRY IT FOR \$7**

Stacked Marketer Pro reports contain practical information you can apply immediately. This is not like studying a marketing course, and then figuring out how to apply its content in real life.

This is about observing what a successful marketing campaign looks like in the wild. So you can replicate it right away. Or use it to generate winning ideas.

Or seeing how brands apply psychological hacks to win customers. And the pricing strategies they use to improve their profits.

And every report is divided in sections, so you can go straight to the one that is of your interest.

**This will save you time. And accelerate your growth!**

***“It feels like I have a growth marketing assistant”***



*I feel like I'm stealing from the Stacked Marketer crew. Seriously. I bought a lifetime membership the week that they launched, and I'm still getting value out of it years later. It feels like I have a growth marketing assistant that goes out, and tells me what's working in marketing every month. And that's priceless to me.*



**Charles Ngo**

***“stuff I can immediately apply”*”**

*“The deep dives really is what stands out to me. This idea of really in-depth case studies is what I love. Seeing this kind of stuff I can immediately apply”*



**Max Bernstein**

***“ My team is grateful for the work that you’ve  
done.”***



**Josh Snow**

Your best email...

**TRY IT FOR \$7**

**How Stacked Marketer Pro can benefit you**



### **Build high-converting funnels easily**

Get thorough analysis of what succesfull DTC brands and B2B companies are really doing within their marketing. Watch their entire funnels outlined – from Facebook Ads and influencer campaigns to order bumps and upsell email campaigns.



### **It's like having a growth assistant**

Think of us as your secret weapon in business. We research, study, and find growth strategies every month, while you get about running your business.



## **Discover what is actually working today, not what "used" to work**

Up-to-date growth strategies used by modern companies to grow today.



## **Growth without obstacles**

Why take an unknown path in the wild, when you can replicate the same path to success that proved to be successful for other companies? This saves you from roadblocks, and mistakes that cost you money.



## **Save up to \$4000**

When you join Stacked Marketer Pro you get exclusive deals and discounts from the most popular marketing tools and services. The subscription pays for itself!



## **Fluff-free zone**

We understand that some memberships are filled with pointless marketing advice and people trying to impress each other. This is not. All you'll find here is raw, hard-hitting, real-life marketing insights.

Your best email...

TRY IT FOR \$7

*"You are keeping me ahead of the curve. I am very selective about where I spend my time and you are delivering!"*



**Dana Wilde**

---

***"Not some bullsh#!t funnel hacker crap"***

*“I think Stacked Marketer is one of the few resources I follow anymore. I saw what you guys did with Snow and I thought it was honestly the kind of work we wish we did more often. Which is deep dive in one of these guides which is really blown up and interesting stuff.[...] Not some bullshit funnel hacker crap.”*



**Chris Guill**

---

***“It is exactly the type of material I like to learn from.”***

*I have been an avid reader since day 1 of the deep dive reports. It is exactly the type of material I like to learn from.*



**Andrew Payne**

## Wondering if Stacked Marketer Pro can truly help you?

You can try Stacked Marketer Pro for just \$7. And you'll have 7 days to see if we are a good fit for each other.

After the seven days, you can cancel the subscription.

If you decide to stay, the subscription renews at \$99/month billed every 30 days. **Cancel anytime.**

Your best email...

**TRY IT**

*"I feel like I have a team of researchers giving me great insights that I could never get by myself."*



**Jamaal Jackson**

---

*"I was one of their first subscribers to their monthly Insights publications. [...] these are useful information giving insight into one company's marketing approach or a coverage of a marketing discipline."*



**Robert Skrob**



## Take your game to a higher level with ROI-boosting marketing insights

When you join Stacked Marketer Pro, you'll instantly access 20 marketing reports as results of 4000 hours of research. **Each one of these reports contains at least one insight that you can apply today and start getting results tomorrow.** Whatever is your industry. And you'll get a new report every month.

Your best email...

TRY IT

## Frequently Asked Questions

- ❑ **What is the difference between this and the Stacked Marketer daily newsletter?**
- ❑ **Is it really worth it? Can I find this information on my own?**
- ❑ **Is it a long-term contract? How often can I cancel?**
- ❑ **Can I get a corporate account for my team?**
- ❑ **I have more questions. Can I contact you somehow?**

Your best email...

**GIVE ME ACCESS**