

Chewy Ads is a self-service platform to launch both Sponsored Product & Sponsored Brand campaigns on Chewy.com.



One in three Chewy ad clicks results in a purchase, and 45% of ad-attributed purchases lead to recurring Autoship orders.

- Chewy Ads Team



SPONSORED PRODUCTS

An easy to use solution for brands to increase their product visibility and sales on Chewy. Ads appear within search results, browse pages and product detail pages, across all devices.

➤ Sponsored Products are best for:



Launching a new SKU



Growing your share of wallet



Boosting your promotions



Sponsored
Bird Buddy PRO Solar Smart Bird Feeder, Blue
4.5 ★★★★★ 37
\$219.00 ~~\$292.00~~
✔ Save 20% at Checkout
Free 1-3 day delivery on first-time orders over \$35
Free 365-day returns

Add to Cart



Sponsored
Birdfy Smart Bird Feeder Camera, 1.5-lb
4.6 ★★★★★ 28
\$144.98 (\$96.66/lb)
✔ Save 20% at Checkout
Free 1-3 day delivery on first-time orders over \$35
Free 365-day returns

Add to Cart



Sponsored
Birdfy Wooden Smart Bird Feeder with Camera, Ebony, 6.2-lb
\$114.25 (\$18.43/lb) ~~\$129.99~~
✔ Save 20% at Checkout
Free 1-3 day delivery on first-time orders over \$35
Free 365-day returns

Add to Cart

➤ Cost Structure

- Cost-per-click (CPC)

➤ Auction Type

- **2nd Price Auction:** Advertiser is charged \$0.01 more than your next-best competitor's bid.

➤ Attribution Model

- Click-through attribution
- Lookback window: 30 days
- **Brand Halo attribution:** All products purchased from the same brand after a click are included.

➤ Landing Page

- Product detail page

➤ Where do ad placements appear

- 01 Search results
- 02 Product detail pages
- 03 Browse pages

➤ Bids

- Place your base bid on the SKU level

➤ Bid Booster

Increase your likelihood to win priority placements and keywords through boosting.

- **Premium Position Boosting:** Allows you to boost your bids to increase the likelihood of displaying your ads in premium positions such as top of search results.

- **Keyword Boosting:** Use boosting to further increase the chances of your ads winning the auction for specific boosted keywords.

➤ Targeting Options

- 01 **Auto targeting:** Chewy campaigns will automatically target keywords and pages that are relevant to your promoted product.
- 02 **Keyword targeting (Optional):** You can bid boost on specific terms that pet parents are likely to search related to your product. (Broad Match only) *see bid booster below*
- 03 **Blocked keyword targeting:** Exclude your ads from appearing when certain words or phrases are searched. (Exact Match only)

Premium position boost Recommended

Boost your bids to display your ad as the first result on search or browse pages. Boosting will occur only if you win the position.

Bid boost * ⓘ

Increase bids for the premium position by 10-500%

25%

Example: A \$1.00 product bid with a 50% boost will be a \$1.50 bid.

Note

- The Bid Booster is an optional feature available to enhance visibility and hone in on targeting within the Campaign Builder.
- It is important to note that a boost adds dollars to your base bid. For example, if your base bid is \$3 and you add a premium position 150% boost, your new max bid is now \$7.50, for instances where your premium boost applies. For lower positions on the page, the max bid is still \$3.

Budget Options

- 01 Daily budget 02 Monthly budget 03 Lifetime budget

SPONSORED BRANDS

A highly visible top of page placement to drive awareness and discoverability. Ads feature multiple clickable components including logo and SKUs and appear at the top of relevant search and browse pages.

Sponsored Brands are best for:



Showcasing the variety of your products



Increasing your brand's visibility



Driving brand awareness



Sponsored

Deal



Purina Pro Plan Adult Large Breed High Protein Chicken & Rice Dry Dog...

4.5 ★★★★★ 2564

\$77.48 ~~\$79.99~~
\$73.61 Autoship

Deal



Purina Pro Plan Sport Performance All Life Stages High-Protein...

4.6 ★★★★★ 4129

\$93.98 ~~\$96.99~~
\$89.28 Autoship

Deal



Purina Pro Plan Adult Sensitive Skin & Stomach Salmon & Rice Formula...

4.4 ★★★★★ 13602

\$77.48 ~~\$79.99~~
\$73.61 Autoship

Cost Structure

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Auction Type

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Attribution Model

- **Click-through attribution**
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Where do ad placements appear

- 01 Search results
- 02 Product detail pages
- 03 Browse pages

Creative

- **Logo:** Select a logo to include in your campaign. All logos must pass an approval process, which usually takes 3 business days.



Square: 1200 x 1200 px
Landscape: 1200 x 300 px
File Format: .jpg or .png
File Size: Smaller than 1MB

- **Products:** Select at least 2-3 products to add to your Sponsored Brands campaign.

Landing Page

- **Logo:** Custom brand store page
- **Products:** Product detail page

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Keyword Boosting

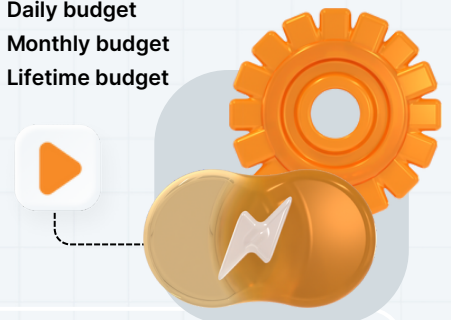
- Use boosting to further increase the chances of your ads winning the auction for specific boosted keywords.

Campaign Set Up

- Select the category that best aligns with your brand. This will help showcase your ad in relevant ad placements.
- Place your base bid on the campaign level

Budget Options

- 01 Daily budget
- 02 Monthly budget
- 03 Lifetime budget



LIFETIME VALUE METRIC (AVAILABLE FOR BOTH AD TYPES)

- **Lifetime Value Return on Ad Spend (LTV ROAS)** is the default reporting metric for Chewy Ads.
- LTV Metrics include initial purchase and calculate future sales that will occur over the next 24 months based on SKU specific historical data.

At Chewy, over 75% of sales come from loyal Autoship customers and nearly 1 in 2 ad-attributed purchases result in recurring orders. To provide an accurate and reliable measure of advertising impact, LTV Metrics were created to forecast the true value of a Chewy conversion.

Calculating LTV ROAS

$$\text{LTV ROAS} = \frac{\text{Ad attributed purchases} + (\text{Ad attributed purchases} \times \text{Historic Autoship subscription rate per SKU} \times \text{Average units sold over 24 months})}{\text{Campaign spend}}$$