



Where Pet Lovers Shop

Chewy is one of the highest-potential ecommerce channels for pet brands. Cartograph can help you win there.

#1

 Pet e-retailer
in the US

35%+

 of orders via
Autoship

20M+

 active
customers


Executive Summary

Chewy has become a primary ecommerce channel for pet brands, with sales volumes that can rival Amazon. If you're already succeeding on Amazon, Chewy represents a meaningful incremental revenue opportunity with a distinct customer base, a unique advertising ecosystem, and a platform that actively incentivizes customer loyalty through its Autoship program.

Cartograph has spent the past year building and scaling the Chewy channel for pet brand clients utilizing the same data-driven, full-funnel framework that we've refined over years on Amazon, and we are extremely proud of the results (for one popular pet food brand this meant **doubling the number of new Autoship customers month-over-month**). We put this paper together to explain the differences between the Amazon and Chewy ecosystems and to help pet brands get an idea of how they can use Chewy to profitably scale. If you're interested in launching or scaling your Chewy operations, reach out at contact@gocartograph.com.

01

Chewy Can Match Amazon

For pet brands, Chewy can reach parity with Amazon in monthly sales volume. It's the only non-Amazon channel where we've consistently seen this, making it a top priority for pet-focused brands.

02

Autoship Changes the Math

Chewy's focus on their subscription program drives higher repeat purchase rates than other channels. Chewy may even subsidize first-purchase discounts to help brands establish a subscription base. The platform's primary KPI, LTV ROAS, bakes in 24 months of predicted Autoship revenue, rewarding brands that build loyalty.

03

Early Mover Advantage Is Real

Chewy's self-serve ad platform is only ~1 year old. Competition is low, reps are responsive, and new features are launching regularly. Now is the time to establish share before the platform matures.

04

Cartograph Manages It End-to-End

We handle strategy, content, advertising, and operations, structured the same way as our Amazon engagements, with fees as a percentage of sales so our incentives are fully aligned with yours.

What Cartograph Offers

Full-Service Management

Strategy, content optimization, advertising, and operations — all under one roof.

Amazon-Aligned Framework

The same data-driven approach we use on Amazon, applied directly to the Chewy ecosystem.

Aligned Incentives

Fees structured as a % of sales. We grow when you grow — no retainers, no conflicts.

Platform Expertise

Chewy reps, LTV ROAS optimization, Autoship strategy, off-site ads; we know Chewy's tools and how to maximize platform performance.

Cartograph manages Chewy end-to-end for pet brands — strategy, content, advertising, and operations. [Let's talk → gocartograph.com](https://gocartograph.com)

Five dimensions compared across Chewy and Amazon, with practical takeaways for pet brands evaluating channel expansion.

Sales Events		
Chewy <ul style="list-style-type: none"> Fewer highly-promoted tentpole events Weekly sitewide sales throughout the year Limited off-site promotion Cyber Month — a month-long sale each November 	Amazon <ul style="list-style-type: none"> Heavy emphasis on tentpoles: Prime Day (×2), Black Friday, Cyber Monday, Big Spring Sale Large ad budgets spent promoting tentpole events on and off Amazon Each event is a major revenue opportunity AND a significant planning risk 	Key Takeaway <p><i>Chewy's smaller, more frequent sales don't carry the same spike potential as a Prime Day, but missing one is far less costly. Expect smoother, more predictable performance.</i></p>
Managing Your Store / Products & Selling		
Chewy <ul style="list-style-type: none"> Self-serve tools ~1 year old. Feels like Amazon 1P circa 2015 Basic functionality solid; advanced features still maturing Less competition = better rep access for smaller brands Comparable sales volume to Amazon for pet 	Amazon <ul style="list-style-type: none"> Robust toolkit for content, inventory, and reporting More storefront and PDP customization options Multiple selling models: Seller Central, Vendor Central, etc. Largest ecommerce platform — but tools favor big-budget brands 	Key Takeaway <p><i>Chewy's platform is less mature, but that's not entirely a bad thing. It means less competition, more attentive reps, and room to establish presence before the platform gets crowded.</i></p>
Key Metrics: How Success is Measured		
Chewy <ul style="list-style-type: none"> Built around Autoship — Chewy's subscription program 30–35% initial Autoship discount, covered mostly by Chewy Primary KPI: LTV ROAS (includes 24-month predicted Autoship revenue) Best for consumables; less intuitive for toys or one-time purchases 	Amazon <ul style="list-style-type: none"> Flywheel focused on total revenue and BSR growth Primary KPIs: TACoS and ROAS — optimized for single purchases Subscribe & Save analytics have strengthened recently Biggest categories are single-purchase, so CTR and conversion are central 	Key Takeaway <p><i>If you sell consumables, Chewy's LTV ROAS model is compelling. Autoship adoption is high and Chewy subsidizes the discount. Non-consumables brands should probably rely on traditional ROAS instead.</i></p>
Advertising: On-Site Options		
Chewy <ul style="list-style-type: none"> Sponsored Brand, Sponsored Product, Sponsored Video Keyword-based targeting only (no audience signals yet) Fewer campaign/placement types than Amazon Weaker reporting; some data requires going through a Chewy rep 	Amazon <ul style="list-style-type: none"> Many advanced campaign types and placements Audience + keyword targeting Robust self-serve reporting and optimization tools AMC (Amazon Marketing Cloud) for deep analytics 	Key Takeaway <p><i>Chewy's on-site ad tools are functional but barebones. Operators used to Amazon's toolkit will need to adjust expectations, especially in terms of targeting and reporting.</i></p>
Advertising: Off-Site Options		
Chewy <ul style="list-style-type: none"> Launch Meta (Facebook/Instagram) and Google Shopping ads directly from Chewy Ads carry Chewy branding — a credibility boost for emerging brands Reporting integrated natively with on-site Chewy campaign data 	Amazon <ul style="list-style-type: none"> Baked-in off-site options limited to DSP/display ads Can leverage Amazon's first-party shopper data to enable high-intent targeting and closed-loop measurement across the funnel Advertising elsewhere (Meta, Google, etc.) requires leaving the Amazon ecosystem entirely Cross-channel attribution is difficult to stitch together 	Key Takeaway <p><i>While targeting, attribution, and reporting once again leave a bit to be desired, Chewy's built-in off-site ads, which show up on popular platforms with Chewy branding, give emerging brands a unique credibility signal that is difficult to replicate on Amazon.</i></p>