

# Pirawna & Teikametrics Help Grow BarkBox on Amazon

## What does Pirawna love most about Teikametrics?

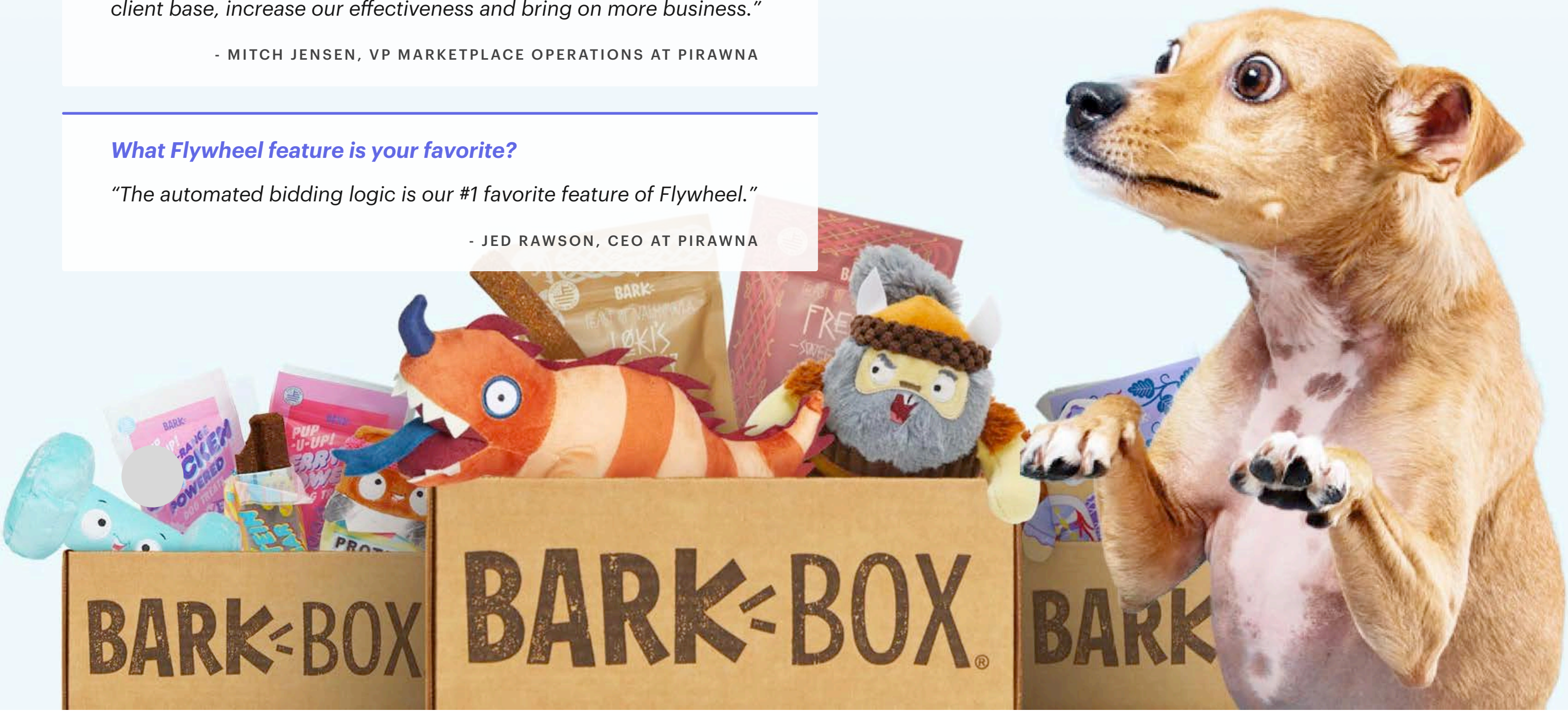
"It has been an invaluable time saver, allowing us to expand our client base, increase our effectiveness and bring on more business."

- MITCH JENSEN, VP MARKETPLACE OPERATIONS AT PIRAWNA

## What Flywheel feature is your favorite?

"The automated bidding logic is our #1 favorite feature of Flywheel."

- JED RAWSON, CEO AT PIRAWNA



## The Partnership

It all started right here at Prosper. In 2019, Teikametrics & Pirawna entered into a strategic partnership that combined Teikametrics' Flywheel, with Pirawna's storied Amazon expertise to deliver scaled advertising efforts to brands selling on Amazon.

Pirawna is a one stop shop for all things Amazon. As an Amazon-focused digital marketing agency they help brands with Amazon Marketing, Amazon SEO, Amazon Optimizations & Seller Intelligence. They boast incredibly deep experience on both Seller Central and Vendor Central and optimize \$150M+/yr in revenue.

## The Brand

Originally built on their popular Dog-happiness Subscription Boxes, BarkBox has found success selling a variety of dog related products in a variety of channels including barkshop.com and Amazon. In partnership with Pirawna, BarkBox has successfully scaled their Amazon business from \$5M/yr to an \$12M/yr run rate.

BarkBox continues to sell their Dog Lifestyle Subscription Boxes but they have quickly gained market share in Dog Beds, Training Products, and Toys by providing top quality products at competitive price points.

## The Outcomes

Pirawna was brought on board with BarkBox with the primary goal of optimizing and expanding Bark's Amazon Pay-per-Click advertising. Since plugging in, Pirawna had greatly expanding the scope and effectiveness of Bark's marketing, contributing to 2.36X YoY growth in December and 5.1X YoY growth in January.

**2.36x**

YOY GROWTH IN DECEMBER 2019

**5.1x**

YOY GROWTH IN JANUARY 2019



"Pirawna is a strong and passionate team of e-commerce experts and it shows in the results they drive for their brands. They leverage powerful insights and data to deliver thoughtful guidance and a hands-on service delivery. The foundation they've built for BarkBox on Amazon is a perfect demonstration of Pirawna's ability to grow demand and meet market needs".



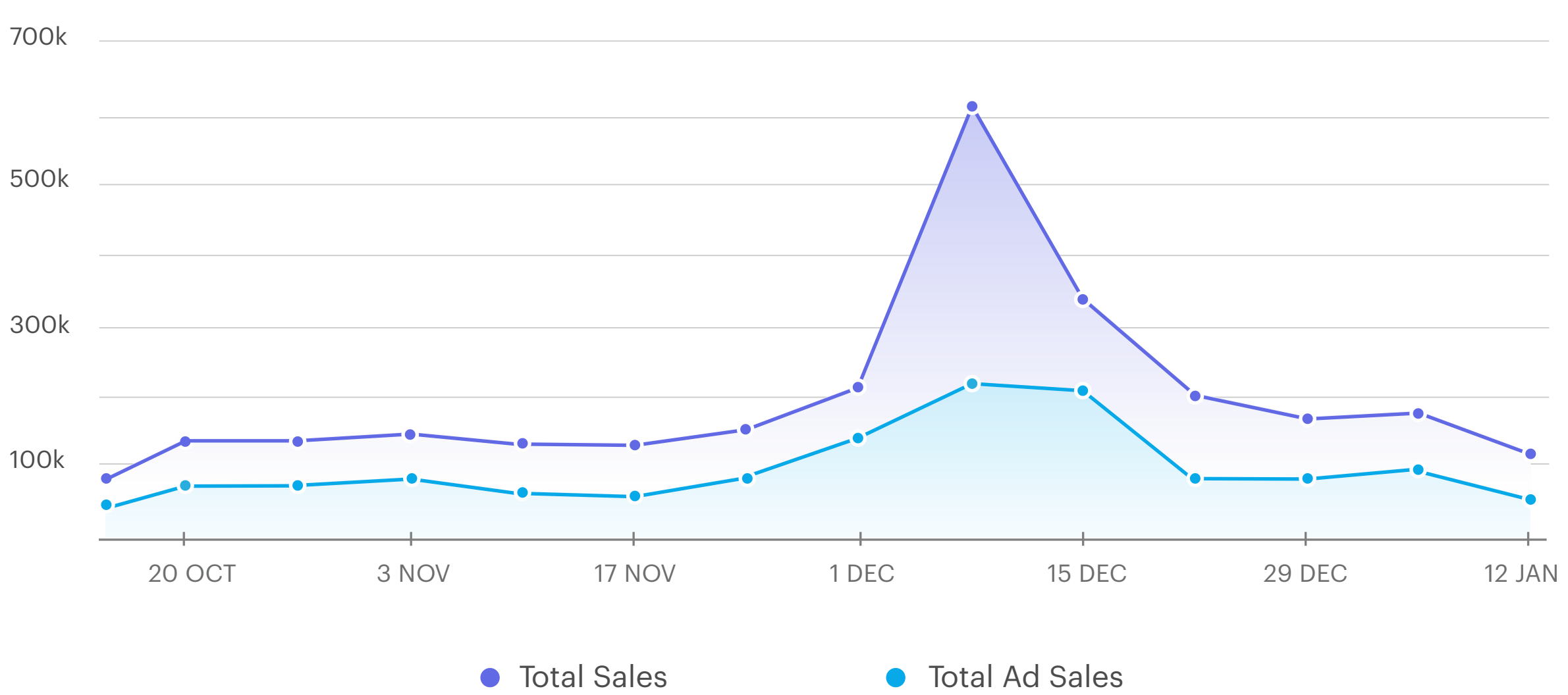
MADelyn WILLIAMS  
TEAM LEAD, AGENCY AT TEIKAMETRICS



Teikametrics & Pirawna team at joint training meetings in Solana Beach, CA

## Total Amazon Sales and Ad Sales

October 15th, 2019 to January 19th, 2020



## Performance Across All Campaigns

Metric	90 Days Prior to Pirawna + Teikametrics Launch 7/14/2019-10/14/2019	90 Days Post Pirawna + Teikametrics Launch 10/15/2019-1/15/2020	
Total Sales	\$843,395.27	\$2,782,581.28	+230%
Total Ad Sales	\$411,603.15	\$1,408,073.65	+242%
Impressions	26,377,257	130,182,063	+394%
Clicks	105,526	439,000	+316%
Conversions	11,459	38,170	+233%