

AMAZON CASE STUDY, PET CATEGORY

+45% revenue. No new product. No viral moment.

Same five months, a year apart. Here is what moved and what did not.

JAN TO MAY, 2025 VS 2026

Units

2,640 to 3,537
+34%

Revenue

\$140,782 to \$203,635
+45%

Revenue per unit

\$53.33 to \$57.57
+8%

Source: AdOrbix client account data. Client anonymised.
Revenue per unit is revenue divided by units.

THE GAP IS THE CLUE

Revenue grew faster than units.

That suggests the growth was not bought with discounts. Revenue per unit went up while volume went up.

WHAT CHANGED

STOCK

Tighter inventory forecasting

Best sellers stayed available. A stockout resets momentum in a category that rewards consistency.

LISTINGS

Cleaner compliance

Listings stayed live. One compliance flag can pull a listing, and that costs more than a month of ad spend.

RUN IT ON YOUR ACCOUNT

Three checks this week

- 1 Days of supply** on your top 5 ASINs against the last 90 days of sales.
- 2 Listing and policy flags** in Account Health.
- 3 Revenue per unit** by month. Is growth demand or discounting?

BEFORE YOU RAISE AD SPEND

Ask how many days your top ASINs were unavailable, suppressed or flagged.

Send me your top ASIN and category and I will tell you what I would check first.