



Chewy Max + Sponsored Products

Working together for stronger results.

Build a strategy before you build campaigns.

Use Chewy Max and Sponsored Products together, assigning each a distinct role to maximize overall account performance.



THE STRATEGY

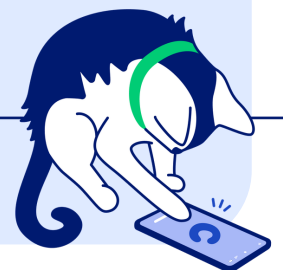
Chewy Max

- Evergreen assortment
- Priority SKUs
- Automated optimizations



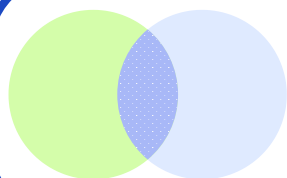
Sponsored Products

- New Launches
- Promotions
- Keyword led tactics



Keep SKU Overlap Low

Assigning the same SKU to multiple campaigns can limit each campaign's ability to optimize effectively.



THE RESULTS

Advertisers that assigned distinct roles to Chewy Max and Sponsored Products saw:

+13%
higher
dROAS

+12%
higher LTV
ROAS

+34%
higher
CVR

+6%
higher
CTR