cart.com

Puppy Cake disrupted the pet industry with a multifunctional ecommerce platform on Cart Storefront

The company

Founded in 2017 by Kelly Costello, Puppy Cake is a niche player in the pet industry that manufactures and sells cake and ice cream mixes for dogs. The idea for the business came to Costello while she was working on a marketing project for her previous client who made cake mixes.

The challenge

As the business gained traction, Puppy Cake needed an ecommerce presence that matched the product's potential. The first few platforms Puppy Cake used failed to deliver, came at a hefty cost and required tedious onboarding and implementation processes. The brand wanted a partner that could help:

- Develop growth strategies that could pave the way for more efficiency as the company grew

- Find a multifunctional ecommerce platform that includes:

  – A business-to-business section that could deal directly with wholesalers

  – A premium consumer-facing retail website for the general public

The solution

Puppy Cake found the right partner with Cart.com, which provided the tools to unleash the business in a way that could sustain long-term growth. With Cart.com Puppy Cake:

Pushed inventory control across multiple storefronts reaching every desired customer in its retail scope

Gained access to robust data through Cart.com reporting that allowed quick access to valuable product and category sales information

Merged the flexible Cart.com REST API with the manufacturing software Katana MRP to get a real-time look at ingredients development from the same centralized hub as the storefront

The result

Through numerous solutions that Cart Storefront provided, the brand saved an enormous amount of hours and dollars thanks to an affordable shopping experience that grows sustainably with the business. Additionally, the collective view of data from their storefront and other integrations helped the brand with long-term goals.

Consolidated Puppy Cake's big-picture vision

Developed winning sales and inventory strategies

"I was reviewing old cake mix ads and I was like, 'Oh, wouldn't it be great if someone would make these for dogs? People love their dogs.' That was my light-bulb moment."

-Kelly Costello
Founder of Puppy Cake

The numbers

80%
increase in revenue after migrating online store

22%
revenue growth year over year

6X
increase in website visitor sessions

Build the ultimate end-to-end shopping experience with Cart Storefront.

Learn more