



tractive

Q1 - Q3 2022

**How US Smart Pet Collar Brands are
Allocating \$11M in Digital Ad Spend in 2022**

Smart Pet Collar brands

ALL PLATFORMS

Key Takeaways

Brands in the competitive set allocated \$11M to digital ads from Q1 to Q3 2022.

Here's how:

- **By Brand:** Fi made up 97.8% of the total ad spend amongst the competitive set, allocating over \$11.1M in digital ads during this period. Tractive made up 1.5% of the total spend, spending \$172K on digital ads. FitBark made up just 0.7% of the total spend at \$75K.
- **By Quarter:** Since the first quarter of 2022, Fi has drastically cut back its advertising spending — decreasing -70% from Q1 to Q2 and by -20% from Q2 to Q3. Whereas Tractive and FitBark had a decrease from Q1 to Q2, but an overall increase from Q2 to Q3.
- **By Platform:** Facebook and Instagram ads saw the highest spending of \$8.8M and \$2.4M respectively, followed by Search (\$105K). Brands in the competitive set did not run ads on YouTube, Display or TikTok; only Tractive ran OTT ads in Q3 2022.
- **By Ad Type:** The competitive set mostly uses Facebook and Instagram ads to talk about product features (70%), followed by customer quotes (17%) and promote product promotions & sales (13%).
- **By Location:** Ad spend is concentrated in California, Texas and Pennsylvania, with LA and Dallas having the greatest spend by metro.
- **By Gender:** Ads targeting males accounted for 62% of the total ad spend amongst the competitive set.

Companies in the competitive set for this analysis included **Tractive**, **Fi** and **FitBark**:



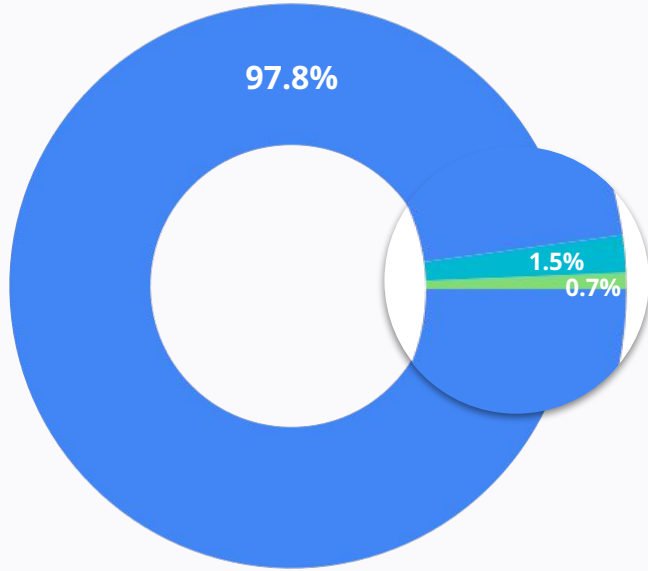
From January 2022 to September 2022, companies in the competitive set decreased their digital advertising spend for investment services by **-80%**. **January 2022** saw the highest ad spend at **\$3.6M** and **August 2022** saw the lowest ad spend at **\$446K**.



*Ad spend includes Facebook, OTT, YouTube, Search.
Spend is a directional approximation and does not include retargeting, or behavioural targeting.

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Share of Ad Spend by Brand (Jan. '22 - Sep. '22)

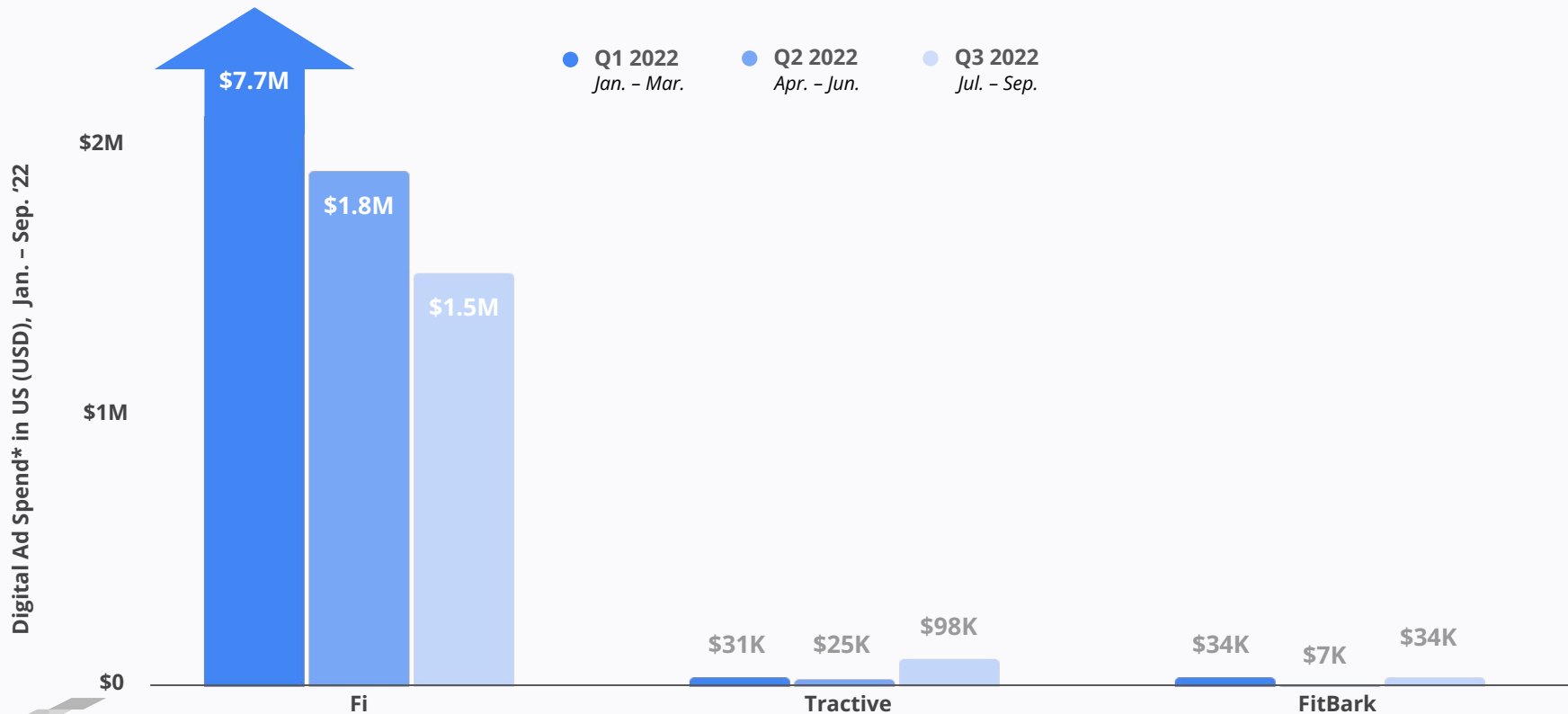


● Fi ● Tractive ● FitBark

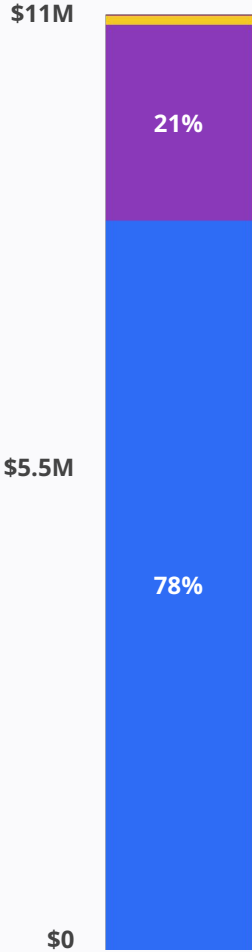
From January to September 2022, **Fi** made up **97.8%** of the total ad spend amongst the competitive set, allocating over **\$11.1M** in digital ads during this period.

Tractive made up **1.5%** of the total spend, spending **\$172K** on digital ads. **FitBark** made up just **0.7%** of the total spend at **\$75K**.

Since the first quarter of 2022, **Fi** has drastically cut back its advertising spending — decreasing **-70%** from Q1 to Q2 and by **-20%** from Q2 to Q3. While Tractive and FitBark experienced a decline in their spend from Q1 to Q2, both companies experienced an increase in spend from Q2 to Q3—Tractive increased by **+286%** and FitBark increased by **+406%** from the previous quarter.



*Ad spend includes Facebook, OTT, YouTube, and Search.
Spend is a directional approximation and does not include retargeting, or behavioural targeting.
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Channel	Budget
Facebook	\$8.8M (78%)
Instagram	\$2.4M (21%)
Search	\$105K (0.9%)
OTT	\$23K (0.2%)

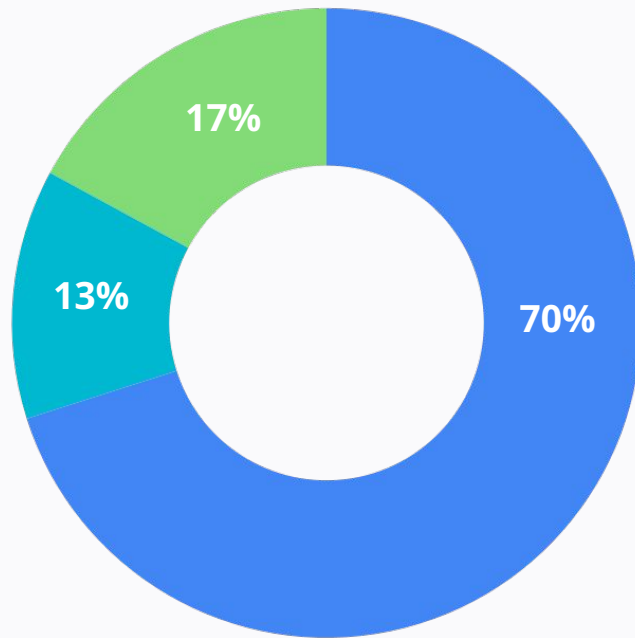
From January 2022 to September 2022, the competitive set invested **\$11M** into digital advertising. **Facebook** and **Instagram** ads saw the highest spending of **\$8.8M** and **\$2.4M** respectively, followed by Search (\$105K).

Brands in the competitive set **did not** run ads on **YouTube, Display** or **TikTok** and **only Tractive** ran **OTT** ads in Q3 2022.

*Spend is a directional approximation and does not include retargeting, or behavioural targeting.

The competitive set mostly used Facebook and Instagram ads to talk about **product features** (70%), followed by **customer quotes** (17%) and product **promotions & sales** (13%).

Instagram & Facebook Ad Creative Breakdown*
(Jan. '22 - Sep. '22)



Product Feature

70% of the competitive set's ads were used for product awareness and showcased their collars' unique features.

Promotions & Sales

13% of the competitive set's ads featured a promo code or sale.

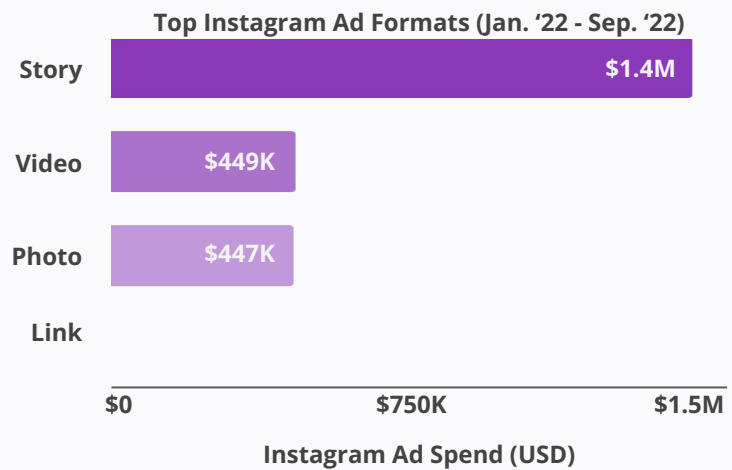
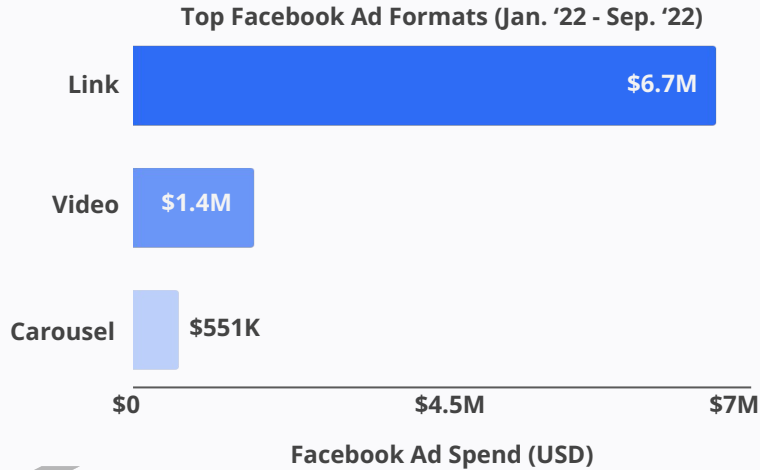
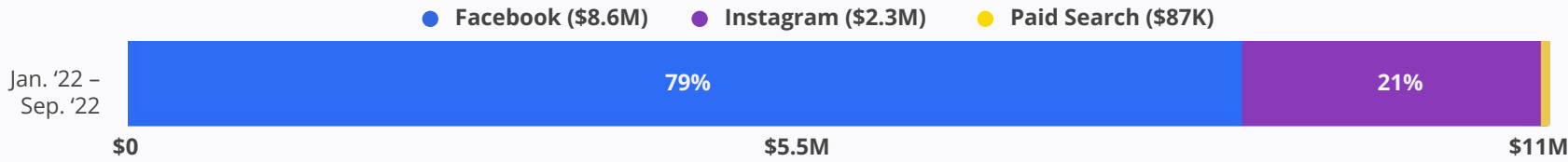
Customer Quotes

17% of the competitive set's ads included customer-generated quotes or testimonials on how the smart collar device has benefited them and their pet(s).

*Data excludes story ads. Spend is a directional approximation and does not include retargeting, or behavioural targeting.



Fi allocated 79% of its spend on **Facebook** (\$8.6M) followed by **Instagram** at 21% (\$2.3M). Fi only allocated \$87K to **Paid Search**, which accounted for less than 1% of its total spend. Fi focused on **Facebook link** ads (\$6.7M) and **Instagram story** ads (\$1.4M).




*Spend is a directional approximation and does not include retargeting, or behavioural targeting.
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fi Fi
Oct 15, 2021 · 🌐

GPS location tracking. Activity & sleep tracking. Waterproof. 24/7 Lost Dog Mode. Unmatched battery life. Try Fi today.

THERE'S A NEW BREED OF DOG COLLAR.



tryfi.com
Fi Smart Dog Collar

Learn more

Spend: **\$1.4M** | Imp.: **173M**
CPM: **\$8.23** | [Click to View](#)

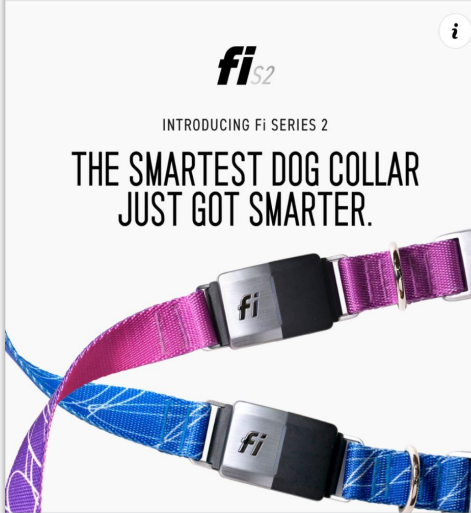
fi Fi
Apr 7, 2021 · 🌐

Introducing Fi Series 2. The smartest dog collar ever built is now even smarter, faster, and stronger.

fi^{s2}

INTRODUCING FI SERIES 2

THE SMARTEST DOG COLLAR JUST GOT SMARTER.



tryfi.com
Fi Smart Dog Collar

Learn more

Spend: **\$466K** | Imp.: **58M**
CPM: **\$8.08** | [Click to View](#)

Product Feature

Product feature ads emphasize Fi's GPS location, activity and sleep tracking, waterproofing and durability, and battery life of the device. Fi's campaign for its Series 2 positioned the collar as being even "smarter, faster and stronger".

- **Play-on-Words:** Fi's slogan "There's a New Breed of Dog Collar" is used in product feature ads that pair photos of dogs wearing the collar with the slogan.
- **Smartest:** 19% of Fi's Facebook and Instagram ads used the phrase "smartest dog collar ever built" in the ad copy.
- **Feature Forward:** 35% of Fi's Facebook and Instagram ads simply state the collar's features in the ad copy, highlighting its GPS location tracking first.
- **Waterproof:** Fi emphasizes the device's ability to be waterproof by showing [a dog in water](#) with the collar visible.




 Fi 
 Feb 8, 2021 · 

"We live in an area where off leash is highly acceptable and having our Fi Collar gives us peace of mind knowing that if Leo were to ever get lost in the woods we would be able to track him down." - @lostwithleo

THERE'S A NEW BREED OF DOG COLLAR.

tryfi.com
Fi Smart Dog Collar [Learn more](#)

Spend: **\$425K** | Imp.: **50M**
 CPM: **\$8.50** | [Click to View](#)

 Fi 
 Dec 21, 2021 · 

Fi Smart Dog Collar: GPS Tracking, Activity & Sleep Monitoring, Waterproof, 24/7 Lost Dog Mode, Unmatched Battery Life, and much more. Try Fi today.

"Pippin's Fi Collar has been a game changer for us - it put our panic at ease by giving us his constant GPS location, as well as alert us if he goes beyond his safe zone."
 @PIKES.PEAK.PIPPIN

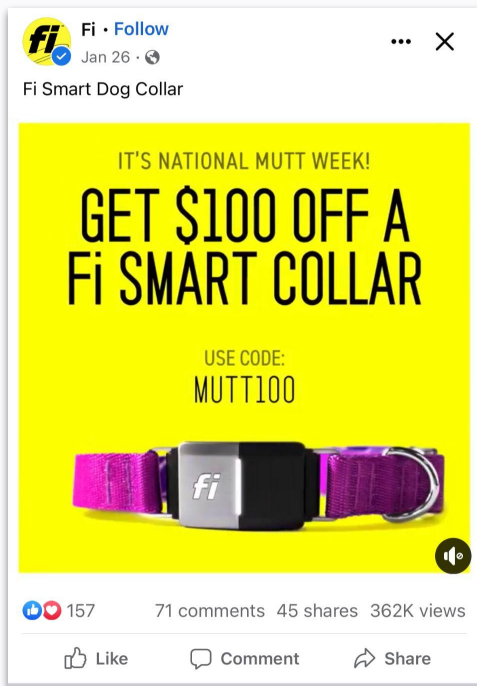
tryfi.com
Fi Smart Dog Collar [Shop now](#)

Spend: **\$529K** | Imp.: **65M**
 CPM: **\$8.13** | [Click to View](#)

Customer Quotes

Fi spent approximately \$1.3M on ads featuring testimonial quotes from customers.

- Peace of Mind:** These ads focus on how the collar can provide customers with "peace of mind" in knowing where their dog is while off-leash.
- Social Proof:** In a world where [91%](#) of shoppers read online reviews before making a purchase, customer testimonials are one of the best ways to provide social proof. Fi uses real customer testimonials in the ads and provides their Instagram handles which helps to legitimize the quotes to appear authentic.
- Nano-influencers:** The customer testimonials used in these ads are from dogfluencers (e.g., [@pikes.peak.pippin](#)) who have approximately less than 10K followers on Instagram.

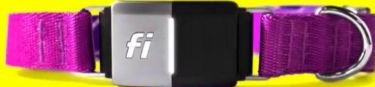


fi • Follow
Jan 26 · 🌐

Fi Smart Dog Collar

IT'S NATIONAL MUTT WEEK!
**GET \$100 OFF A
Fi SMART COLLAR**

USE CODE:
MUTT100



157 71 comments 45 shares 362K views

Like Comment Share

Spend: **\$59K** | Imp.: **6.9M**
CPM: **\$8.55** | [Click to View](#)



fi • Follow
Feb 24 · 🌐

Fi Smart Dog Collar

**Fi CYBER
SALE**



THE SMARTEST COLLAR EVER BUILT
NOW ONLY ~~\$149~~ **\$49**

100 66 comments 16 shares 885K views

Like Comment Share

Spend: **\$42K** | Imp.: **4.8M**
CPM: **\$8.70** | [Click to View](#)

Promotions & Sales

Of the ads analyzed, Fi allocated 13% of its total spend on promo & sale ads. The top two ads in this category were for their National Mutt week promo and Cyber Sale, which ran from Feb. 24th to Mar. 1st.

- **Promos:** Fi's sales usually consist of \$70 or \$100 promo codes, making their collars \$79 or \$49 USD.
- **Dog Holidays:** Fi ties many of its sales to dog-related holidays such as [National Mutt Week](#), [Military Dog Week](#), [National Walk Your Dog Week](#), [Rescue Dog Week](#), [Service Dog Appreciation Week](#) and [National Puppy Week](#).
- **Duration:** Fi runs most of its promo ads for approximately five days.
- **Ad Format:** Fi's ads often feature a collar and blank background in one of their brand colours, along with text that grabs viewers' attention with the sale details. Fi's promo and sale ads often feature videos, while their product feature and customer quote ads often feature photos.

*Spend is a directional approximation and does not include retargeting, or behavioural targeting.

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Fi allocated **\$89K** to health related ads for a canine fitness week sale. Ads focused on setting step goals and monitoring your dog's activity and sleep patterns.

 **Fi** ✓
Apr 6 · 🌐

Keep your pup fit with Fi! Set daily step goals & monitor your dog's activity and sleep patterns. Get \$70 off the Fi Smart Collar with code FIT70.

CANINE FITNESS WEEK SALE



\$79 ~~\$149~~ USE CODE : FIT70

It's Canine Fitness Week! [Shop now](#)


IT'S CANINE FITNESS WEEK!
GET \$70 OFF A FI SMART COLLAR



USE CODE : FIT70

Get \$70 Off [Shop now](#)

CANINE FITNESS WEEK SALE



\$79 ~~\$149~~ USE CODE : FIT70

Fi Series 2 Smart Collar [Shop now](#)



\$79 ~~\$149~~



Limited Time Only [Shop now](#)

Spend: **\$22.6K** | Imp.: **481K**
CPM: **\$8.69** | [Click to View](#)



*Health ads are a subcategory of product feature, customer quotes, and promotion & sale ads. Spend is a directional approximation and does not include retargeting, or behavioural targeting.
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Fi allocated **11%** of its advertising budget to Facebook and Instagram ads in **California**, specifically Los Angeles which accounted for **6%** of the total spend. On Facebook, Fi's ads target **males (62%)** and **Android users (68%)**.

Top 5 States

California	11%
Texas	9%
Pennsylvania	6%
Florida	5%
Michigan	4%

Top 5 Metros

Los Angeles	6%
Dallas	4%
Portland	3%
Atlanta	2%
Boston	2%

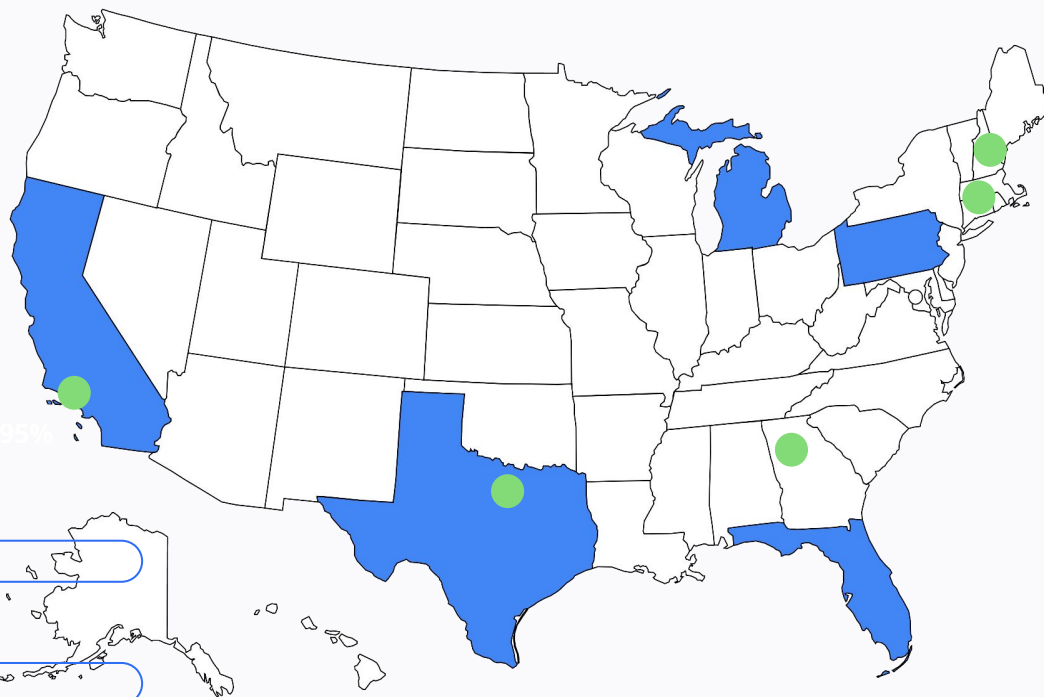
Device Breakdown

Android **68%**

Gender Distribution

Male **62%**

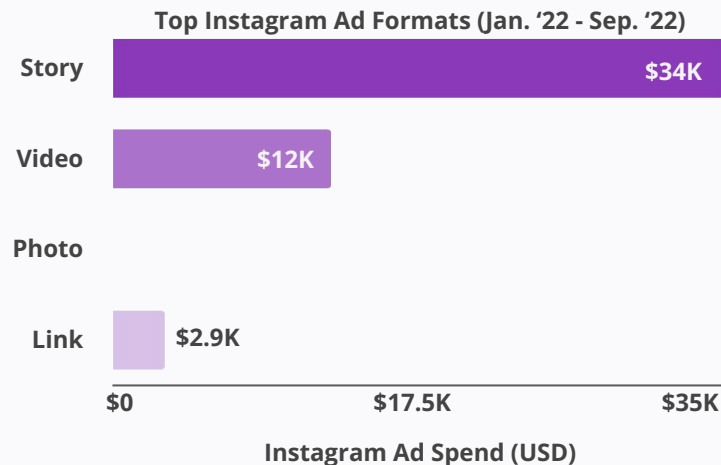
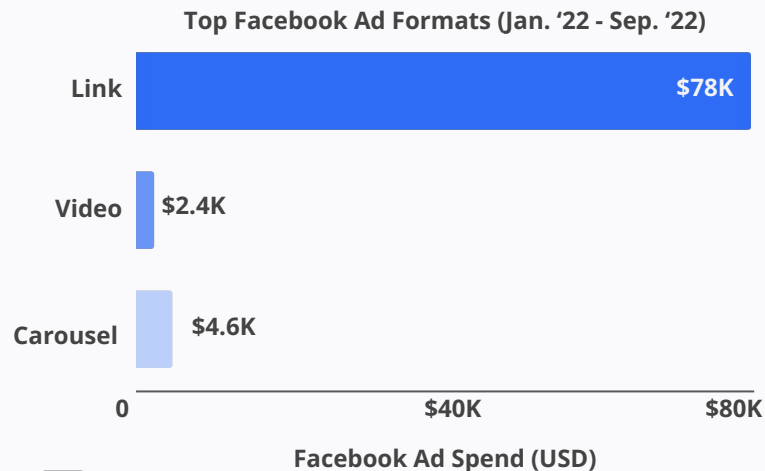
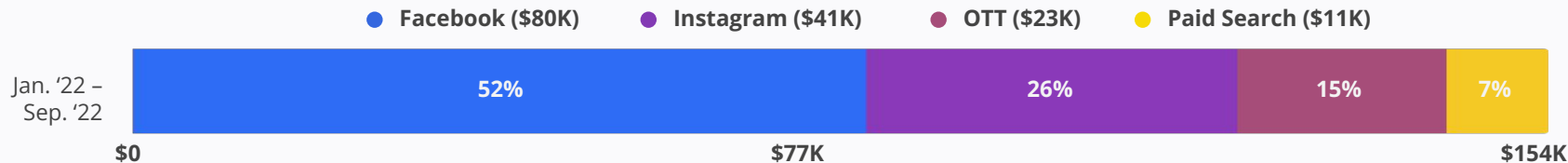
based on Facebook only



based on Facebook & Instagram



Tractive allocated 52% of its spend to **Facebook** (\$80K) followed by **Instagram** at 26% (\$41K), OTT (15%) and Paid Search (7%). Similarly to Fi, Tractive focused on **Facebook link** ads (\$78K) and **Instagram story** ads (\$34K).





Tractive
Jan 15 · 🌐

NEW Tractive GPS for cats. Made for their comfort & safety. Designed to keep you worry-free.

- 🐾 Follow every step with unlimited range
- 🏠 Know if they wander too far
- 🔍 Discover their favorite spots

tractive

No more "where's my cat"
24/7 Location Tracking
Safer cat. Happier human.

NEW
Tractive GPS Cat

Be first to get it

tractive.com
World's #1 Cat GPS.

Shop now

Spend: **\$16K** | Imp.: **2M**
CPM: **\$8.07** | [Click to View](#)

Tractive
Mar 2 · 🌐

Discover Tractive GPS for pets. Made for their comfort & safety. Designed to keep you worry-free.

- 🐾 Follow every step with unlimited range
- 🏠 Know if they wander too far
- 🔍 Discover their favorite spots

tractive

FOLLOW EVERY STEP

SHOP NOW

tractive.com
World's #1 Pet GPS Tracker

Shop now

Spend: **\$9.3K** | Imp.: **1.2M**
CPM: **\$7.75** | [Click to View](#)

Product Feature

Tractive spent approximately \$54K on ads that promoted product awareness and its product features.

- **Cats:** Of the competitive set, Tractive is the only brand offering cat products. From Q1 to Q3 2022, 44% of Tractive's ad spend was allocated to cat-focused ads, 40% to dog-focused ads and 15% to general pet ads.
- **Emojis:** Tractive uses emojis to illustrate each feature and breaks the features up into separate lines. This helps the ad look more like an organic post and capture the viewer's attention.
- **Worry-Free:** Similar to Fi, Tractive's product feature ads highlight the value of using a pet GPS tracker to help put your mind at ease.

*Spend is a directional approximation and does not include retargeting, or behavioural targeting.

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Tractive
Jul 13 · 🌐


📣 CALLING ALL PET PARENTS 📣

Don't miss out on the best deal of year! Get peace of mind and save 30% off.

- 🐾 Follow every step with unlimited range
- 🏠 Know if they wander too far
- 🔍 Discover their favorite spots
- 🐾 Made for comfort & safety



prime day | tractive



#1 Best Seller on Amazon
World's Most Trusted Pet Tracker

[Get Now](#)


Spend: **\$4.3K** | Imp.: **581K**
CPM: **\$7.40** | [Click to View](#)

Tractive
Jul 13 · 🌐


📣 CALLING ALL PET PARENTS 📣

Don't miss out on the best deal of year! Get peace of mind and save 30% off.

- 🌐 Track live with unlimited range
- 🏠 Know if they wander too far
- 😴 Monitor activity and sleep



prime day | tractive



#1 Best Seller on Amazon
World's Most Trusted Pet Tracker

[Get Now](#)

Spend: **\$3.4K** | Imp.: **454K**
CPM: **\$7.48** | [Click to View](#)

Promotions & Sales

Tractive allocated \$31K to promotion & sale ads, with \$9K spent on a 30% off promo for Amazon Prime day (July 13th, 2022).

- **Drive Direct Sales:** Tractive capitalizes on Amazon's credibility and authority by promoting itself as a "#1 Best Seller on Amazon" and featuring the Prime Day logo in these ads. However, it does not link the ad to its Amazon storefront. Instead, it directs consumers to its website to drive direct sales.
- **Duration:** Tractive ran its 30% off promo ads for two weeks from July 14th to July 28th, 2022.
- **CTA:** Ads include a call-to-action button that reads "Get Now", encouraging customers to click on the ad.

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In September 2022, Tractive launched an **OTT** campaign which ran the following two 30-second ad spots exclusively on **Tubi**. The campaign budget was **\$23K** as of September 2022.

Total Spend:

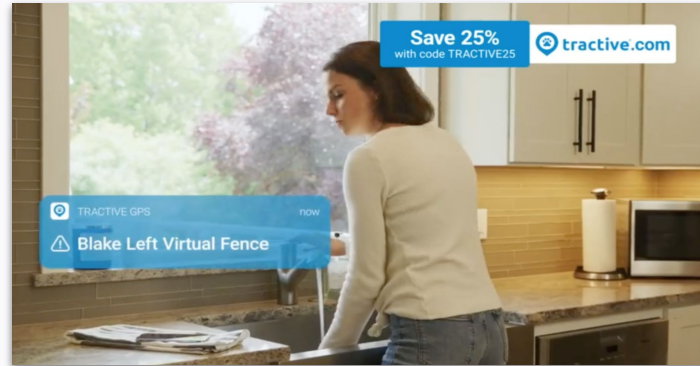
\$23K

Share of YTD Spend:

16%

Best Practices:

In both ads, the creative focuses on the peace of mind that Tractive can offer dog owners. In addition, the ads feature their Virtual Fence, LIVE GPS Mode and Activity Monitor features and have a CTA with a 25% off promo code.

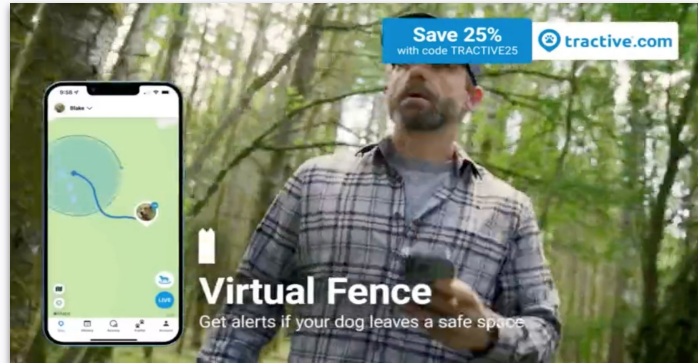


Spend: **\$12K**

Imp.: **550K**

CPM: **\$22**

[Click to View](#)



Spend: **\$10K**

Imp.: **474K**

CPM: **\$22**

[Click to View](#)

*Spend is a directional approximation and does not include retargeting, or behavioural targeting.

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Tractive allocated **17%** of its budget to Facebook and Instagram ads in **California**. Looking at top metros, Tractive allocated the most to **Philadelphia** (7%) followed by **Orlando** (5%). Tractive's ads skew slightly **male (52%)** and to **Android** users (**52%**).

Top 5 States

California	17%
Florida	8%
New Jersey	6%
Pennsylvania	6%
Texas	6%

Top 5 Metros

Philadelphia	7%
Orlando	5%
San Diego	5%
San Francisco	5%
Los Angeles	4%

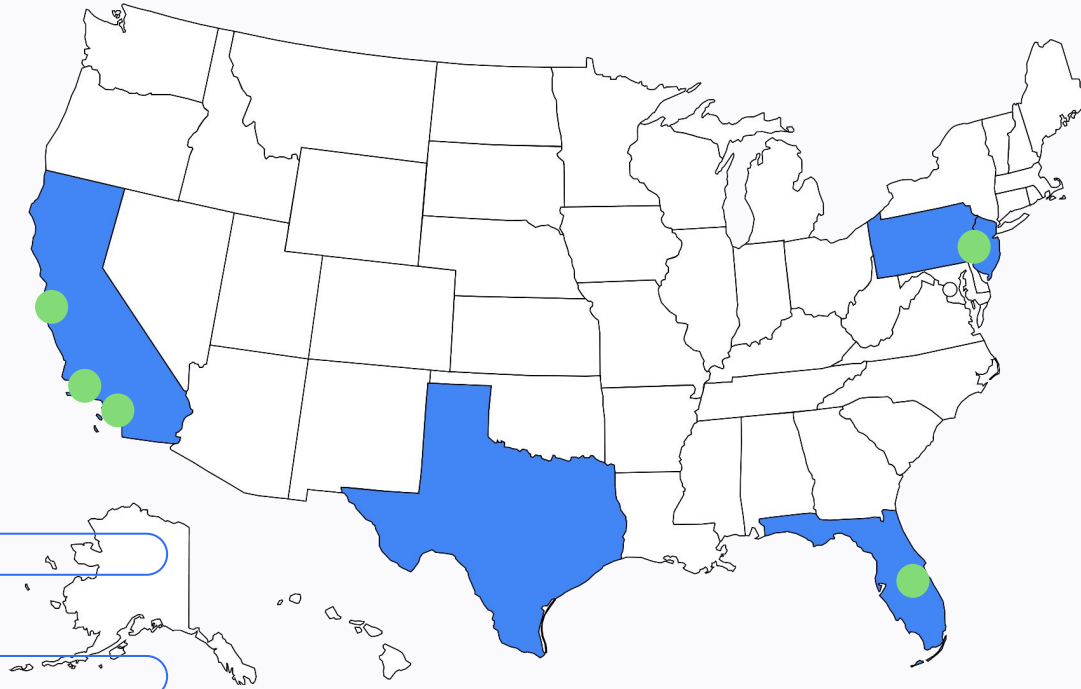
Device Breakdown

Android **52%**

Gender Distribution

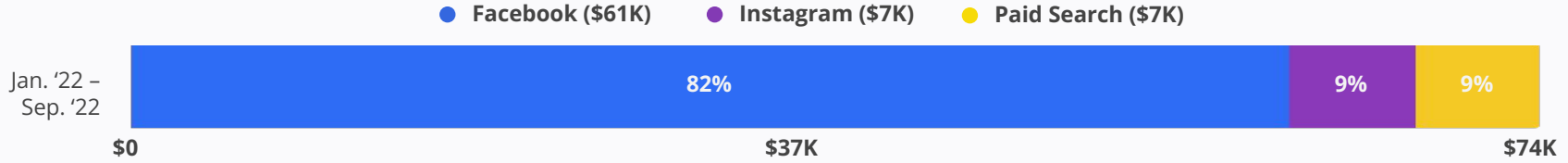
Male **52%**

based on Facebook only

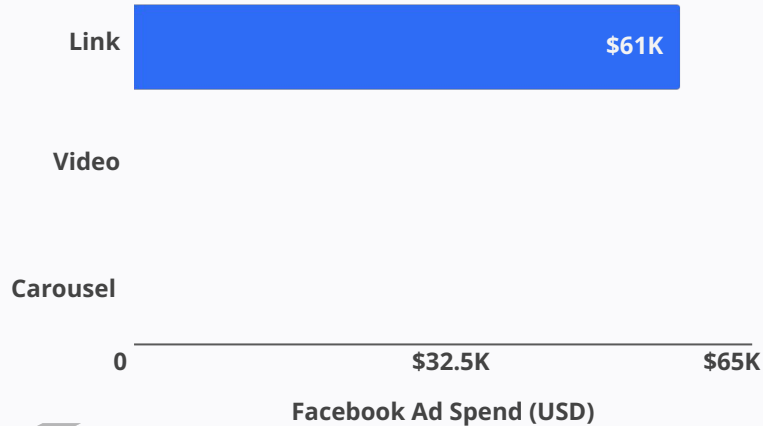




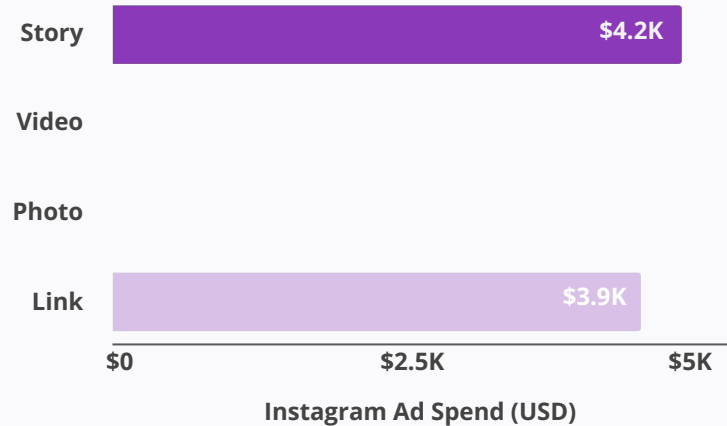
FitBark, which had the smallest ad spend out of the competitive set, allocated 82% of its spend to **Facebook** (\$61K) followed by **Instagram** at 9% (\$7K) and **Paid Search** at 9% (\$7K). FitBark's spend was predominantly made up of **Facebook link** ads.

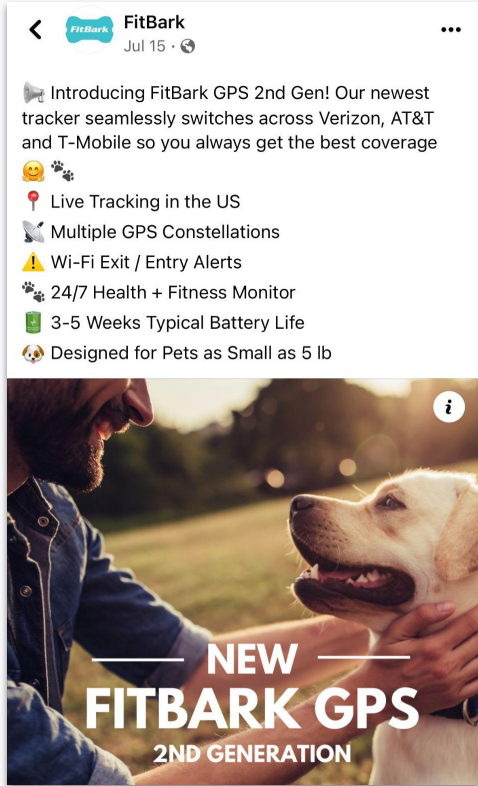


Top Facebook Ad Formats (Jan. '22 - Sep. '22)

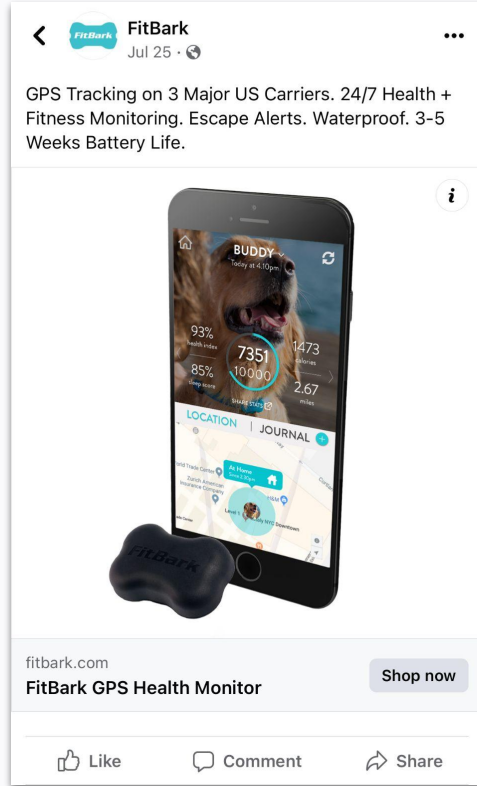


Top Instagram Ad Formats (Jan. '22 - Sep. '22)





Spend: **\$4K** | Imp.: **541K**
 CPM: **\$7.39** | [Click to View](#)



Spend: **\$8.3K** | Imp.: **1.1M**
 CPM: **\$7.54** | [Click to View](#)


Product Feature

FitBark allocated approximately 40% of its ad spend to product feature ads.

- **Best Coverage:** Of the competitive set, FitBark is the only brand that promotes its tracker for having the best coverage amongst Verizon, AT&T and T-Mobile and multiple GPS constellations.
- **Average CPM:** Of all the ads analyzed in the competitive set, story posts generated the lowest CPM at an average of \$7.74, followed by photo posts (\$7.80) and carousel posts (\$7.84).

FitBark
 Jan 16, 2018 · 🌐

"Co-Jack was diagnosed with generalized anxiety, hence the 12k BarkPoints of activity. The veterinary behaviorist prescribed anxiety meds, and advised us to continue using our FitBark to monitor his improvement. Your work is changing dogs lives for the better!" - Kristen M.




fitbark.com
Is my dog's separation anxiety improving? [Learn more](#)

Spend: **\$11.6K** | Imp.: **1.4M**
 CPM: **\$8.92** | [Click to View](#)

FitBark
 Jan 16, 2018 · 🌐

"We had a well liked dog walker in our building we hired. His first walk was for an hour. Thanks to our FitBark we knew for a fact that this guy walked the dogs for 5 minutes over the course of an hour. It's nice to have the peace of mind that nobody is cheating your furry friend on their much needed play time." - Heather V.



fitbark.com
How's my dog being cared for by the dog walker? [Learn more](#)

Spend: **\$5.3K** | Imp.: **624K**
 CPM: **\$8.48** | [Click to View](#)

Customer Quotes

FitBark spent approximately 60% of its ad spend budget on ads featuring testimonial quotes from customers about different concerns such as separation anxiety and tracking a dog walker.


- Blog Posts:** These ads link to blog posts addressing the question asked by FitBark in the ad headline such as "[Is my dog's separation anxiety improving?](#)"



FitBark's health ads focused on monitoring activity levels and caloric requirements, sleep, movement and vitals.

FitBark
Jan 16, 2018 · 🌐

"I found the graphs of calorie requirement against activity really helpful. I was struggling to get Toby to gain weight. Without the objective evidence from his FitBark I would not have realised how much above average his activity is!" - Rosemary C.




fitbark.com
How much should I really feed my dog? [Learn more](#)

Spend: **\$4K** | Imp.: **481K**
CPM: **\$8.31** | [Click to View](#)

FitBark
Jan 16, 2018 · 🌐

"My dog had been dealing with some skin issues so she had to go back to the vet today. He put her on more antibiotics & a steroid. Since she has a FitBark, I'll be able to tell if the steroid is keeping her awake at night and how her activity levels in general may or may not be affected." - Callie R.




fitbark.com
How can I monitor my dog's dermatitis? [Learn more](#)

Spend: **\$4K** | Imp.: **481K**
CPM: **\$8.41** | [Click to View](#)

FitBark
Jan 16, 2018 · 🌐

"Rex jumped off the bed and broke his leg. The FitBark has helped his surgeon to see how much movement he's getting in the whole post op and rehab phase." - Sitela A.

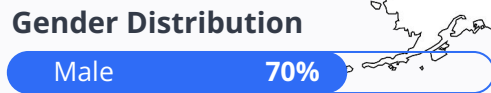
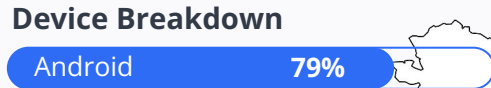
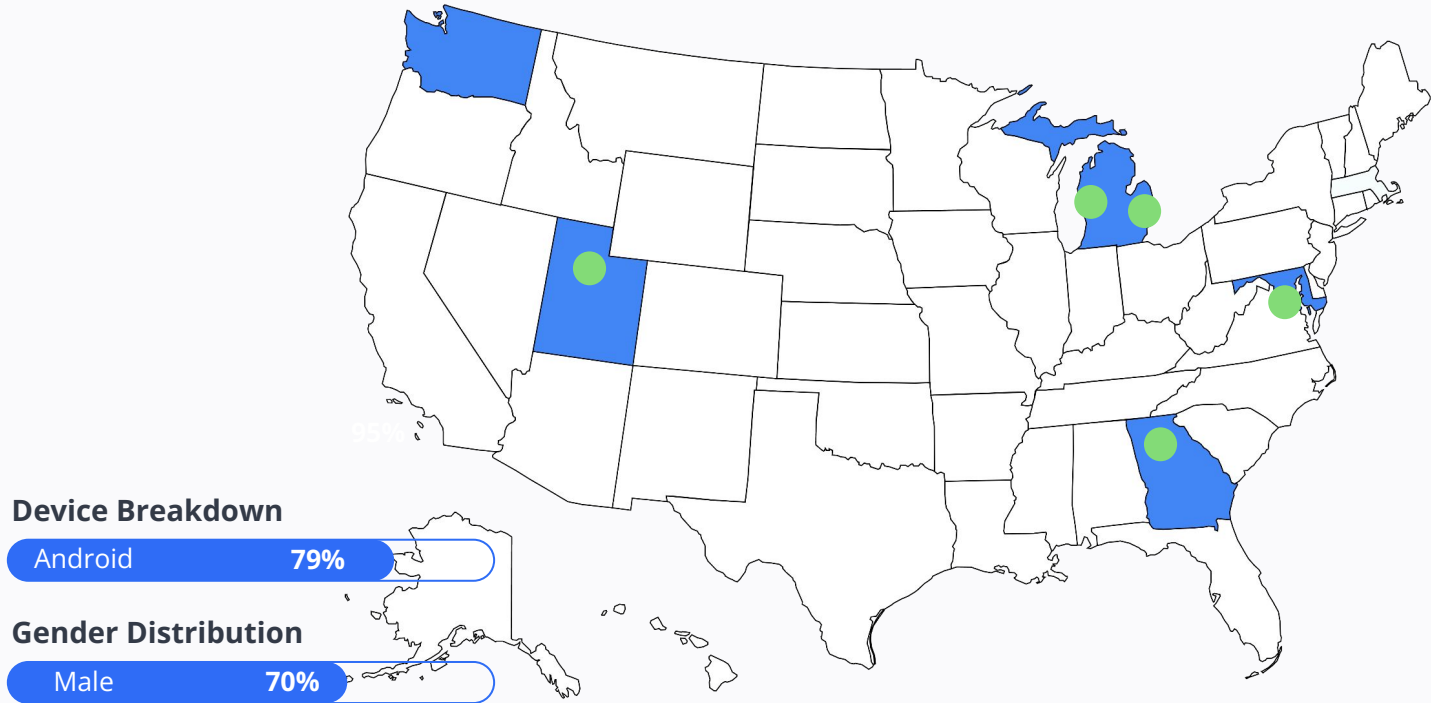


fitbark.com
How can I monitor my dog's rehabilitation? [Learn more](#)

Spend: **\$2.8K** | Imp.: **481K**
CPM: **\$8.57** | [Click to View](#)



FitBark's geo-target differs from Fi and Tractive's, as **Atlanta** makes up **32%** of its total Facebook and Instagram spend. Additionally, FitBark skews more male (**70%**) and to **Android** users (**79%**) than Fi and Tractive do.



based on Facebook only

Top 5 States

Georgia	32%
Michigan	16%
Maryland	7%
Utah	5%
Washington	5%

Top 5 Metros

Atlanta	32%
Detroit	11%
Washington, DC	6%
Grand Rapids	5%
Salt Lake City	5%

based on Facebook & Instagram

