



COMMON THREAD
COLLECTIVE

LOGOS

COMMON DESIGN LANGUAGE

1.1

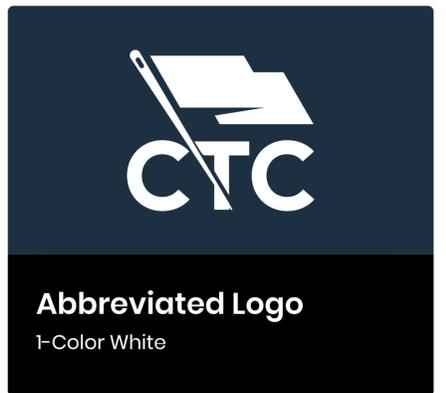
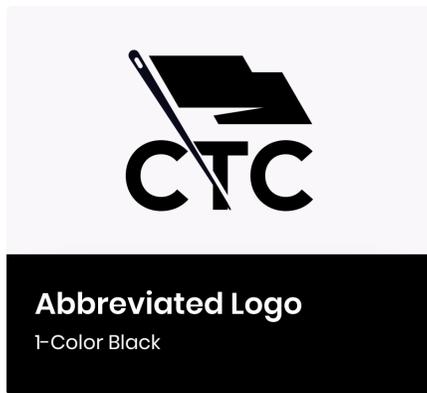
Primary Logo



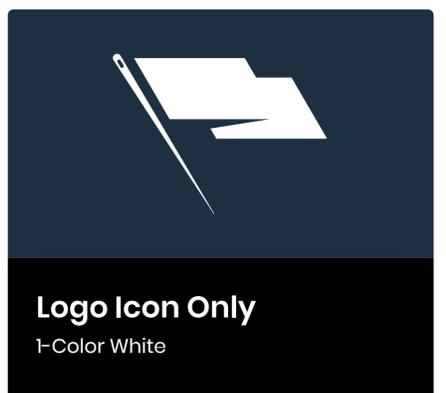
Secondary Logo



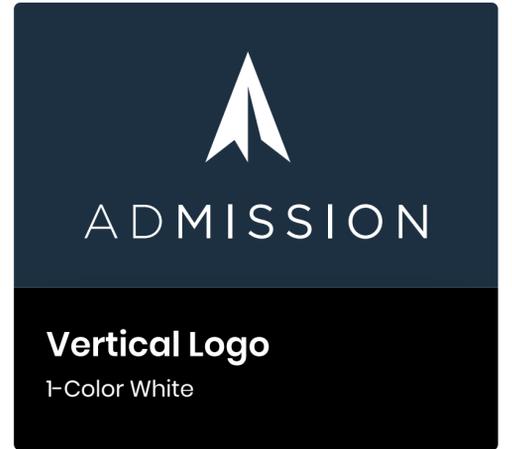
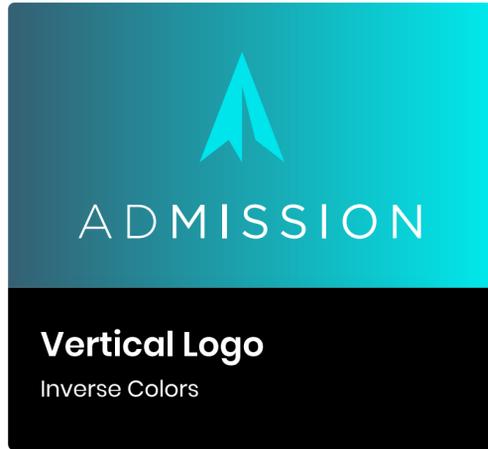
Abbreviated Logo



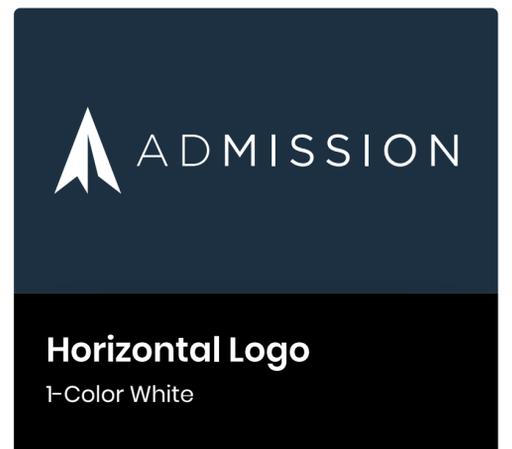
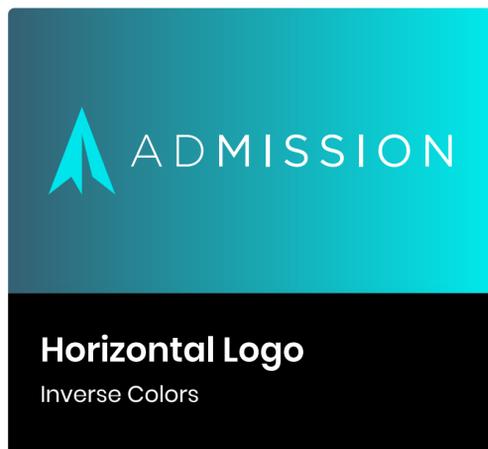
Icon Only



Vertical Logo



Horizontal Logo



Icon Only





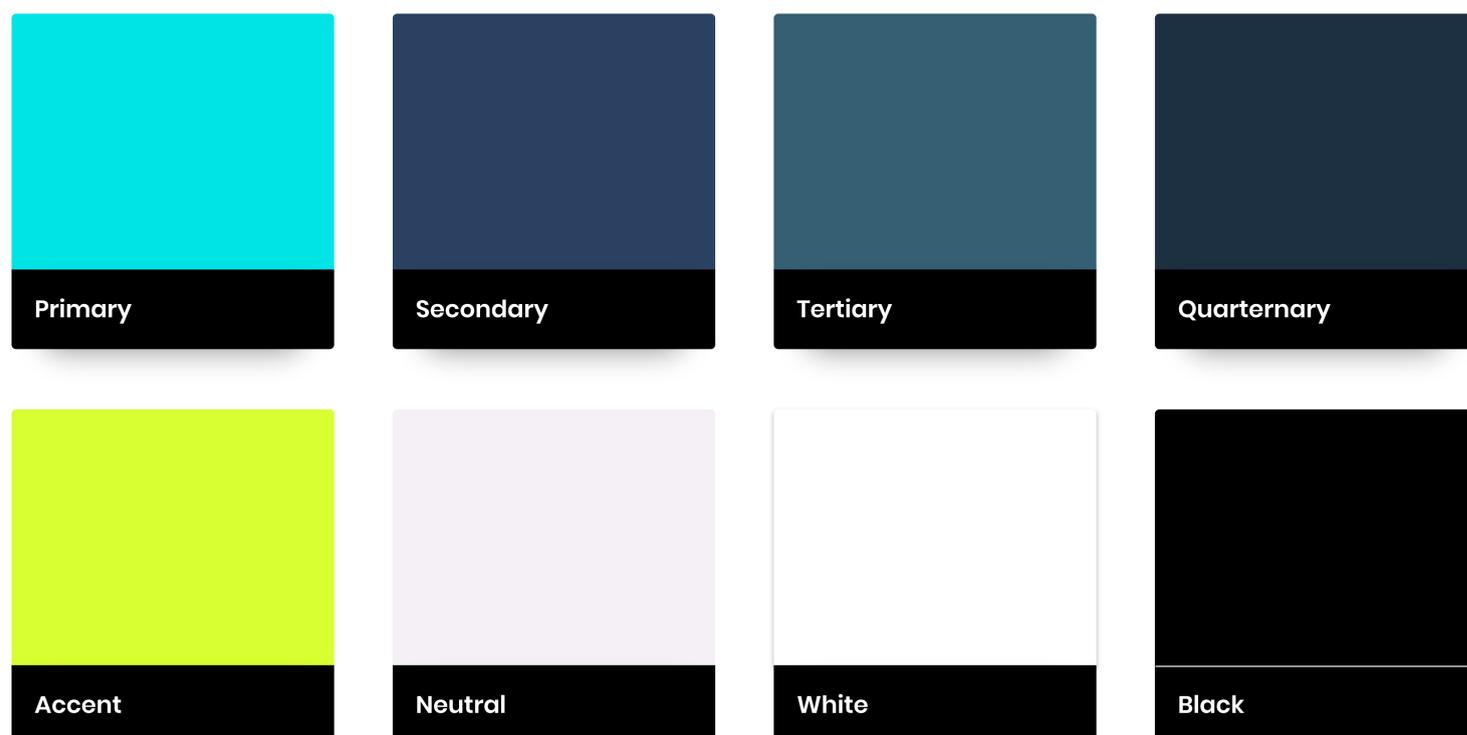
COMMON THREAD
COLLECTIVE

FILL STYLES

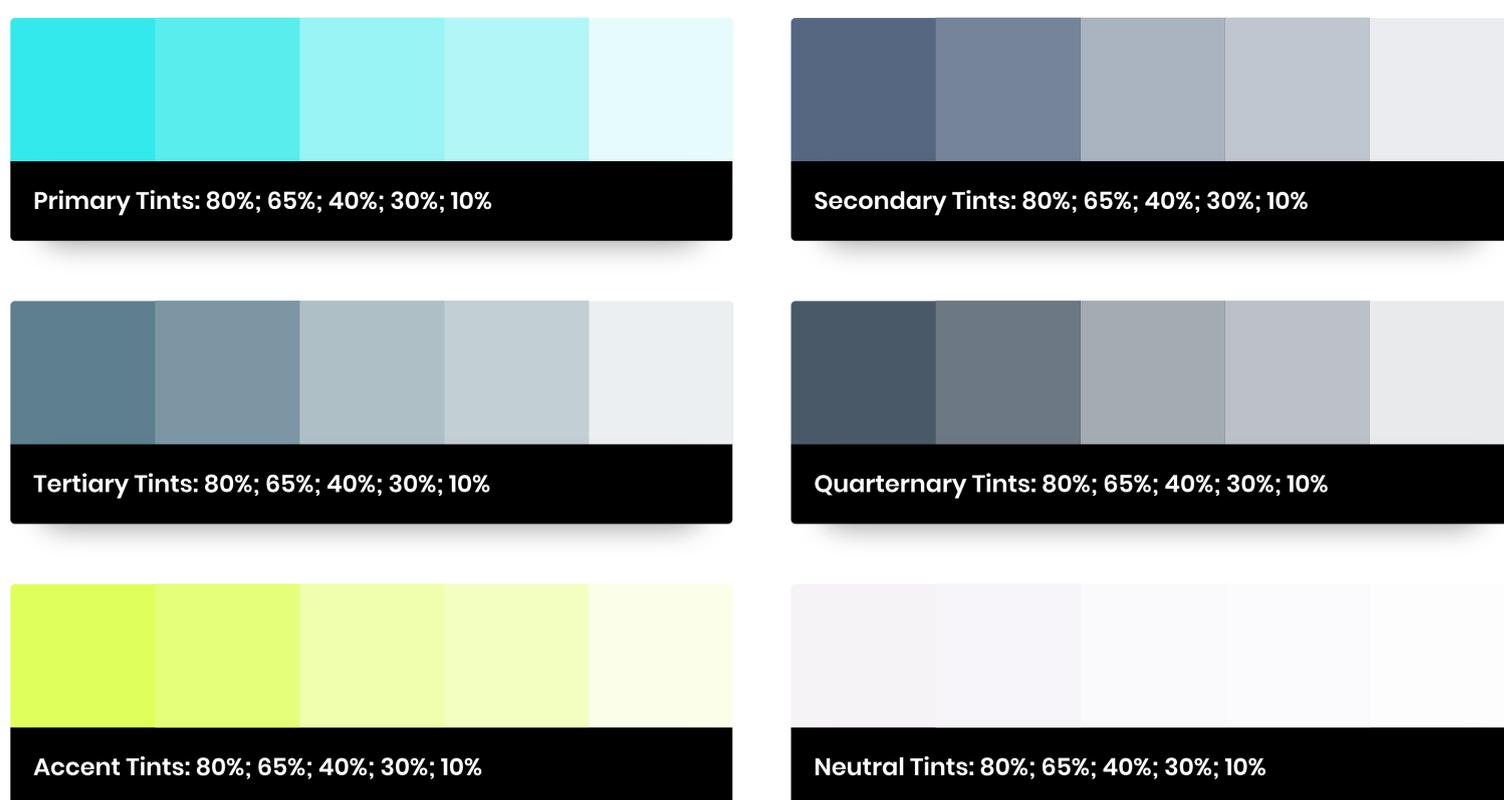
COMMON DESIGN LANGUAGE

1.1

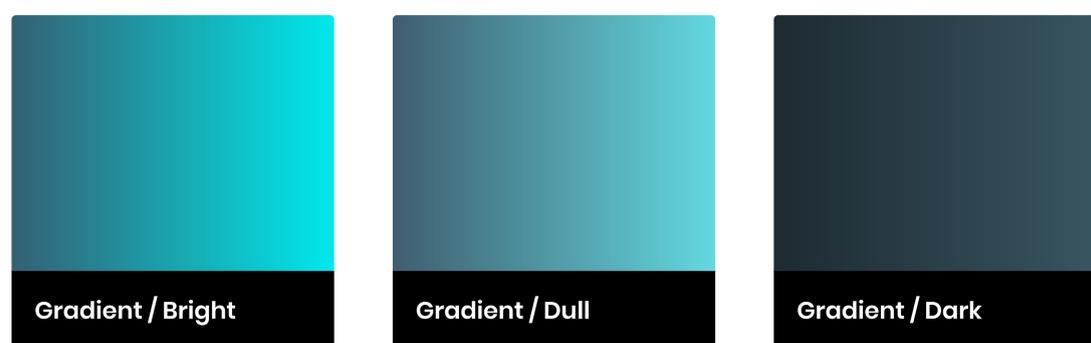
Colors



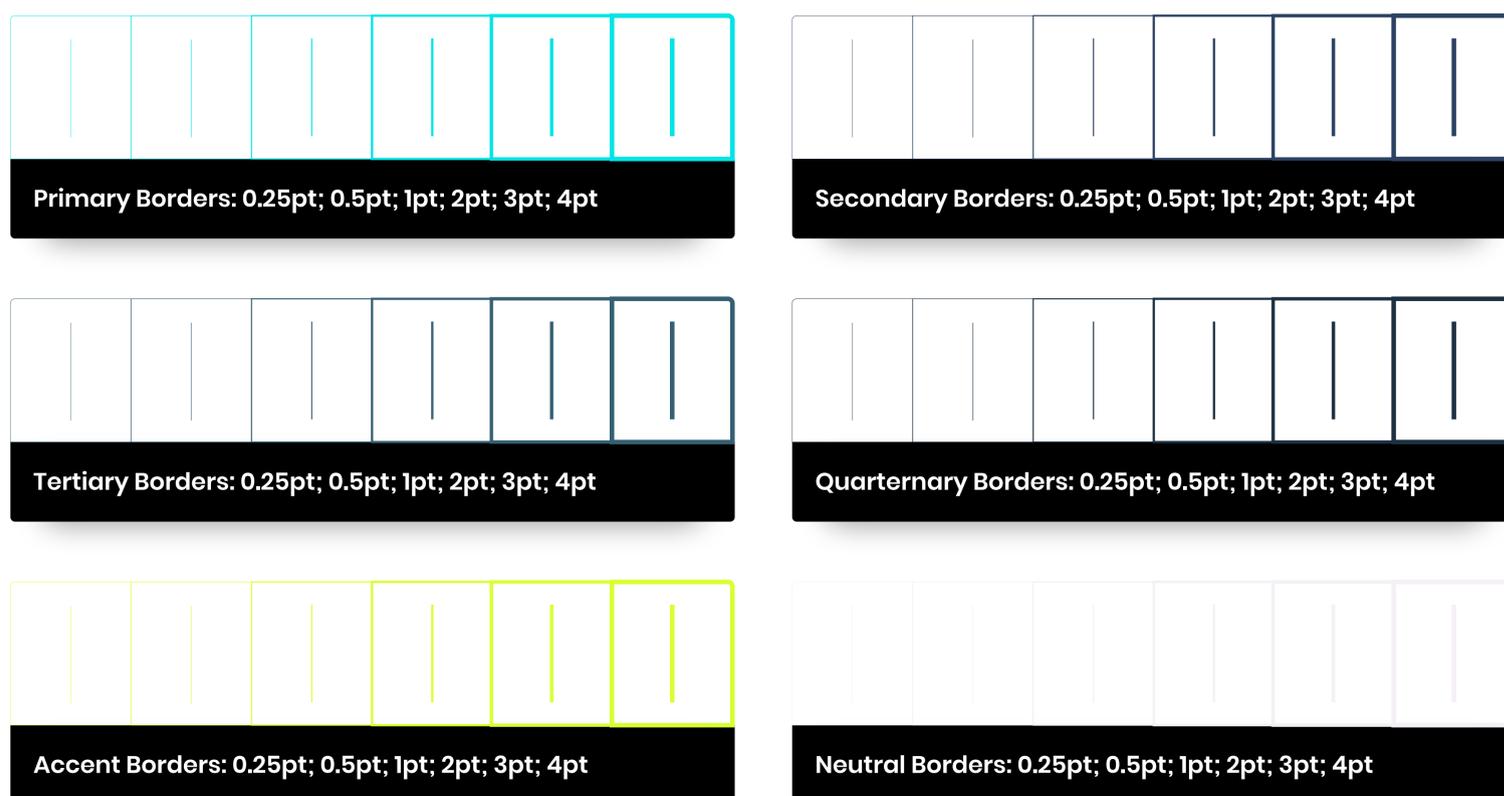
Tints



Gradients



Borders





COMMON THREAD
COLLECTIVE

TYPOGRAPHY

COMMON DESIGN LANGUAGE

1.1

Heading 1 Styles

HEADING 1 / LEFT

HEADING 1 / CENTER

HEADING 1 / RIGHT

Heading 2 Styles

Heading 2 / Left

Heading 2 / Center

Heading 2 / Right

Heading 3 Styles

Heading 3 / Left

Heading 3 / Center

Heading 3 / Right

Heading 4 Styles

Heading 4 / Left

Heading 4 / Center

Heading 4 / Right

Heading 5 Styles

HEADING 5 – ALL CAPS / LEFT

HEADING 5 – ALL CAPS / CENTER

HEADING 5 – ALL CAPS / RIGHT

Heading 6 Styles

Heading 6 / Left

Heading 6 / Center

Heading 6 / Right

Paragraph Styles

This is paragraph body copy aligned left.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

This is paragraph body copy, bold and aligned left.

This is paragraph body copy, italic and aligned left.

This is paragraph body copy, bold, italic and aligned left.

This is paragraph body copy aligned center.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

This is paragraph body copy, bold and aligned center.

This is paragraph body copy, italic and aligned center.

This is paragraph body copy, bold, italic and aligned center.

This is paragraph body copy aligned right.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

This is paragraph body copy, bold and aligned right.

This is paragraph body copy, italic and aligned right.

This is paragraph body copy, bold, italic, and aligned right.

Small Text

This is small text aligned left.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

This is small text, bold and aligned left.

This is small text, italic and aligned left.

This is small text, bold, italic and aligned left.

This is small text aligned center.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

This is small text, bold and aligned center.

This is small text, italic and aligned center.

This is small text, bold, italic and aligned center.

This is small text aligned right.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

This is small text, bold and aligned right.

This is small text, italic and aligned right.

This is small text, bold, italic, and aligned right.

List Styles

1. This is an ordered list list-item. Lists are always aligned to the left.
2. This is an ordered list list-item. Lists are always aligned to the left.
3. This is an ordered list list-item. Lists are always aligned to the left.
4. This is an ordered list list-item. Lists are always aligned to the left.

- 1. This is an ordered list list-item. Lists are always aligned to the left.**
- 2. This is an ordered list list-item. Lists are always aligned to the left.**

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- 2. This is an ordered list list-item. Lists are always aligned to the left.*

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- This is an ordered list list-item. Lists are always aligned to the left.*

- This is an ordered list list-item. Lists are always aligned to the left.***
- This is an ordered list list-item. Lists are always aligned to the left.***

- ✓ This is a check-list list-item.

- ✓ **This is a check-list list-item.**

- ✓ *This is a check-list list-item.*

- ✓ ***This is a check-list list-item.***

Blockquote Styles

This is a left-aligned blockquote. It should be sentence case never extend beyond three lines of text on desktop.

This is a center-aligned blockquote. It should be sentence case never extend beyond three lines of text on desktop.

This is a right-aligned blockquote. It should be sentence case never extend beyond three lines of text on desktop.

Link Styles

This is a link. The underline resizes based on the length of the text

This is also a link. See the underline resize.

This is a `:hovered` link style.

Heading 1 Styles

HEADING 1
/ LEFT

HEADING 1
/ CENTER

HEADING 1
/ RIGHT

HEADING 1
/ LEFT

HEADING 1
/ CENTER

HEADING 1
/ RIGHT

HEADING 1
/ LEFT

HEADING 1
/ CENTER

HEADING 1
/ RIGHT

Heading 2 Styles

Heading 2
/ Left

Heading 2
/ Center

Heading 2
/ Right

Heading 3 Styles

Heading 3
/ Left

Heading 3
/ Center

Heading 3
/ Right

Heading 4 Styles

Heading 4
/ Left

Heading 4
/ Center

Heading 4
/ Right

Heading 5 Styles

HEADING 5 – ALL CAPS
/ LEFT

HEADING 5 – ALL CAPS
/ CENTER

HEADING 5 – ALL CAPS
/ RIGHT

Heading 6 Styles

Heading 6
/ Left

Heading 6
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/ Right

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This is paragraph body copy aligned left.

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Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

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- ✓ This is a check-list list-item.

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COMMON THREAD
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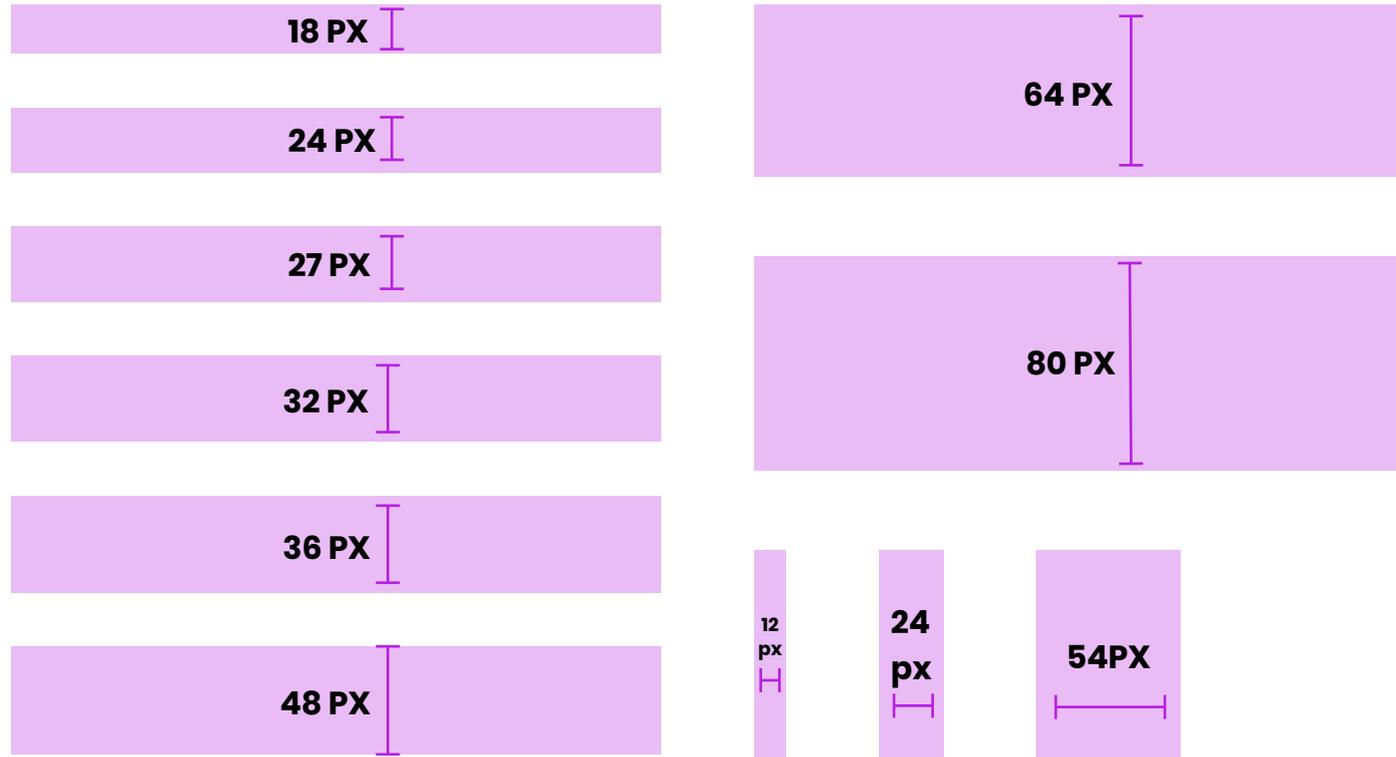
MARGINS

COMMON DESIGN LANGUAGE

1.1

Margins

COMMON DESIGN LANGUAGE



Use spacers to indicate margins and padding to developers. Include these in symbols and turn them off when not in use, turn on for easily created red lines.



COMMON THREAD
COLLECTIVE

FORMS

COMMON DESIGN LANGUAGE

1.1

Text Inputs

Form Label

Form Label

Form Label

Form Label

Error message

Select Inputs

Form Label

Date

Checkbox

Form Label

Form Label

Form Label

Radio

Form Label

Form Label

Form Label

Toggle



Text Inputs

Form Label

Placeholder

Form Label

Entered Text

Form Label

Entered Text

Form Label

Entered Text

Error message

Search



Select Inputs

Form Label

Entered Text



Date

01/01/2020

Checkbox

Form Label

Form Label

Form Label

Radio

Form Label

Form Label

Form Label

Toggle





COMMON THREAD
COLLECTIVE

BUTTONS

COMMON DESIGN LANGUAGE

1.1

Buttons

COMMON DESIGN LANGUAGE



THIS IS A BUTTON

THIS IS A SMALL BUTTON

THIS IS A BUTTON

THIS IS A SMALL BUTTON

BUTTONS RESIZE BASED ON TEXT-LENGTH

There are 2 basic CTC buttons: the standard button, and a smaller button. These buttons use the CTC Accent color. Alongside each button is that button's hover state.



COMMON THREAD
COLLECTIVE

DEVICE FRAMES

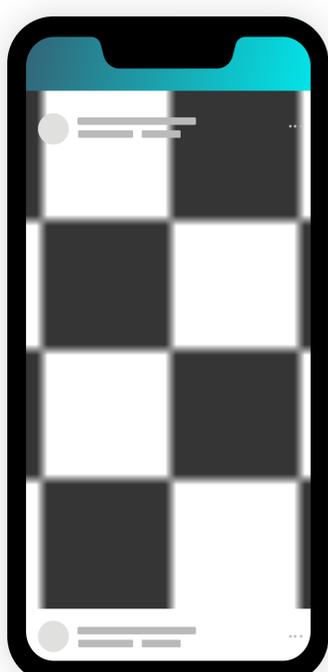
COMMON DESIGN LANGUAGE

1.1

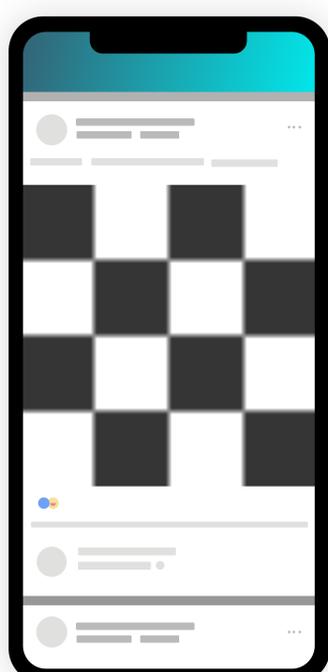
Mobile Phone Frames



FULL IMAGE FRAME

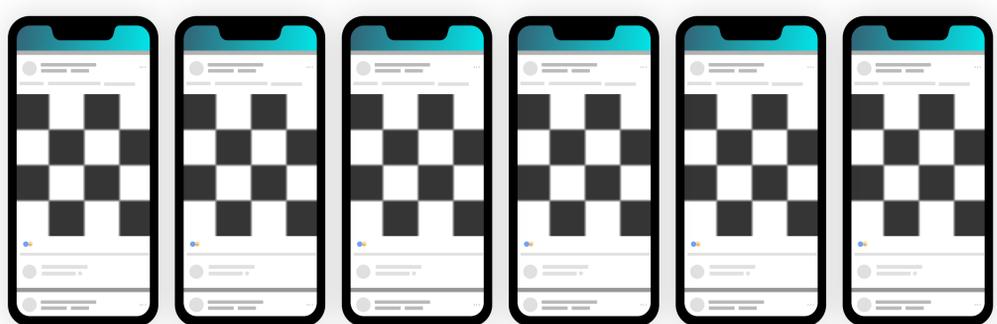


FRAMED IMAGE FRAME



SQUARE IMAGE FRAME

Use device frames to showcase examples of CTC's work. Simply select the element to add an image inside the component frame. Displayed are common device frame sizes for desktop with various layout options to display a single example, 3 examples, 4 examples, or 6 examples in a row. Three kinds of frames exist for these mobile device mockups, with a full image option, a 'framed' image option, and square image option. These options are interchangeable on the multi-device layouts and can be applied to individual mobile phone frames within each.



Laptop Frames





COMMON THREAD
COLLECTIVE

GRAPHICS

COMMON DESIGN LANGUAGE

1.1

Ecommerce Growth Formula

ECOMMERCE GROWTH FORMULA

$$(V \times CR \times LTV) - VC = \$$$

Visitors Conversion rates Lifetime value Variable costs Profit

$$(V \times CR \times LTV) - VC = \$$$

Visitors Conversion rates Lifetime value Variable costs Profit

$$(V \times CR \times LTV) - VC = \$$$

Crossed-Out Text



Some graphic HI's use crossed out text to provide SEO benefits while matching CTC's brand voice. The crossed out text is created with a custom svg vector file over the HI Outlined text style. New sizes of this Crossed-Out Symbol are created as they are needed. See an example of this graphic element below.



Logo Groups

Common groupings of logos have been created as symbols for easy reuse. These grouping are available in white, black, and dark navy (quarternary.) In some instances, 2-color variations are also available.

CLIENTS LOGO GROUP



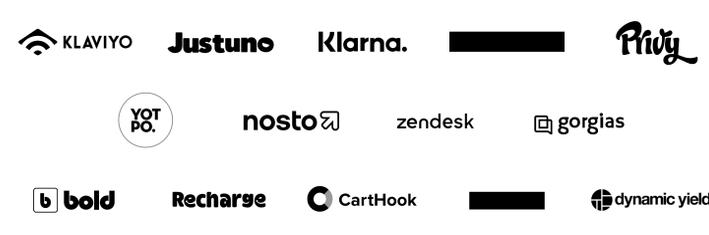
CHANNELS LOGO GROUP

1-Color Navy (Quarternary) Variation (Standard Dark Variant)

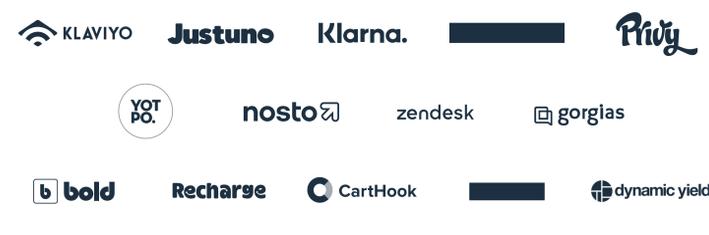


PARTNERS LOGO GROUP

1-Color Black Variation



1-Color Navy (Quarternary) Variation



Icons



Videos



Images

5-Image Square Layout

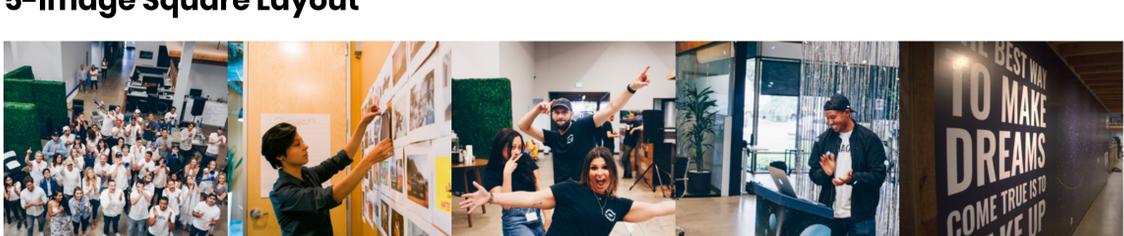
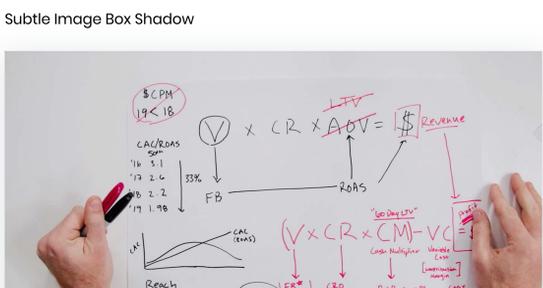
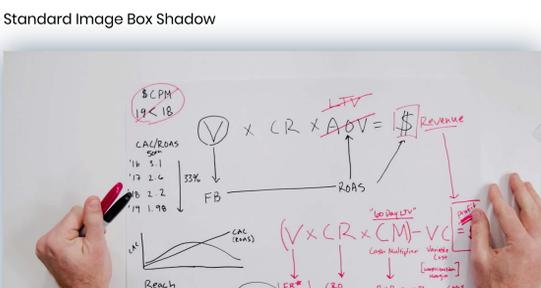


Image Box-Shadows

Standard Image Box Shadow

Subtle Image Box Shadow



Ecommerce Growth Formula

1-Color White Variations

ECOMMERCE GROWTH FORMULA

$$(V \times CR \times LTV) - VC = \$$$

Visitors Conversion rates Lifetime value Variable costs Profit

$$(V \times CR \times LTV) - VC = \$$$

Visitors Conversion rates Lifetime value Variable costs Profit

$$(V \times CR \times LTV) - VC = \$$$

2-Color White Variations

ECOMMERCE GROWTH FORMULA

$$(V \times CR \times LTV) - VC = \$$$

Visitors Conversion rates Lifetime value Variable costs Profit

$$(V \times CR \times LTV) - VC = \$$$

Visitors Conversion rates Lifetime value Variable costs Profit

$$(V \times CR \times LTV) - VC = \$$$

Visitors Conversion rates Lifetime value (Cash multiplier) Variable costs Profit

$$(V \times CR \times LTV) - VC = \$$$

Crossed-Out Text



Some graphic HI's use crossed out text to provide SEO benefits while matching CTC's brand voice. The crossed out text is created with a custom svg vector file over the HI Outlined text style. New sizes of this Crossed-Out Symbol are created as they are needed. See an example of this graphic element below.



Logo Groups

Common groupings of logos have been created as symbols for easy reuse. These grouping are available in white, black, and dark navy (quarternary.) In some instances, 2-color variations are also available.

CLIENTS LOGO GROUP



CHANNELS LOGO GROUP

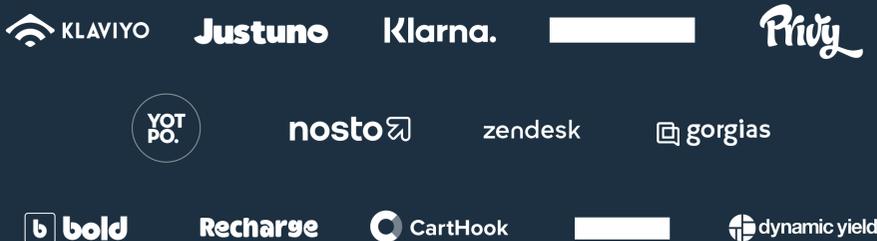
2-Color White Variations (Standard)



1-Color White Variation



PARTNERS LOGO GROUP



Icons



Cost of delivery Customer acquisition Operational expenses Profit



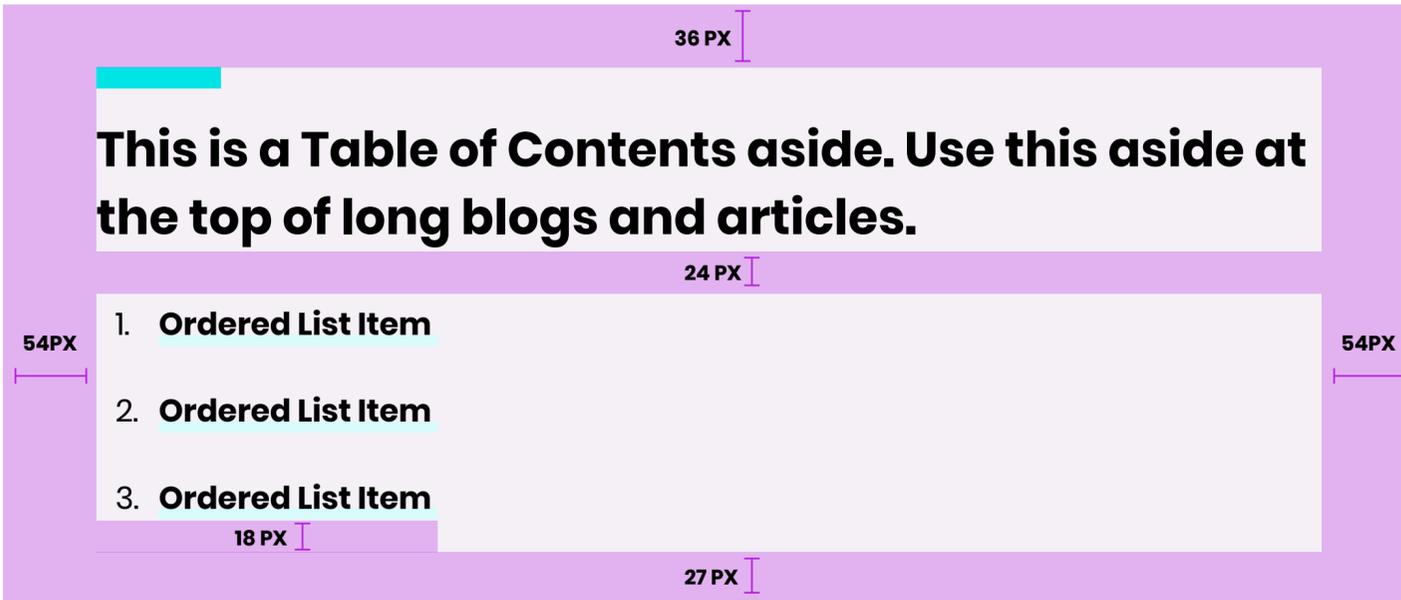


COMMON THREAD
COLLECTIVE

ASIDES

COMMON DESIGN LANGUAGE

1.1



36 PX

This is a Table of Contents aside. Use this aside at the top of long blogs and articles.

24 PX

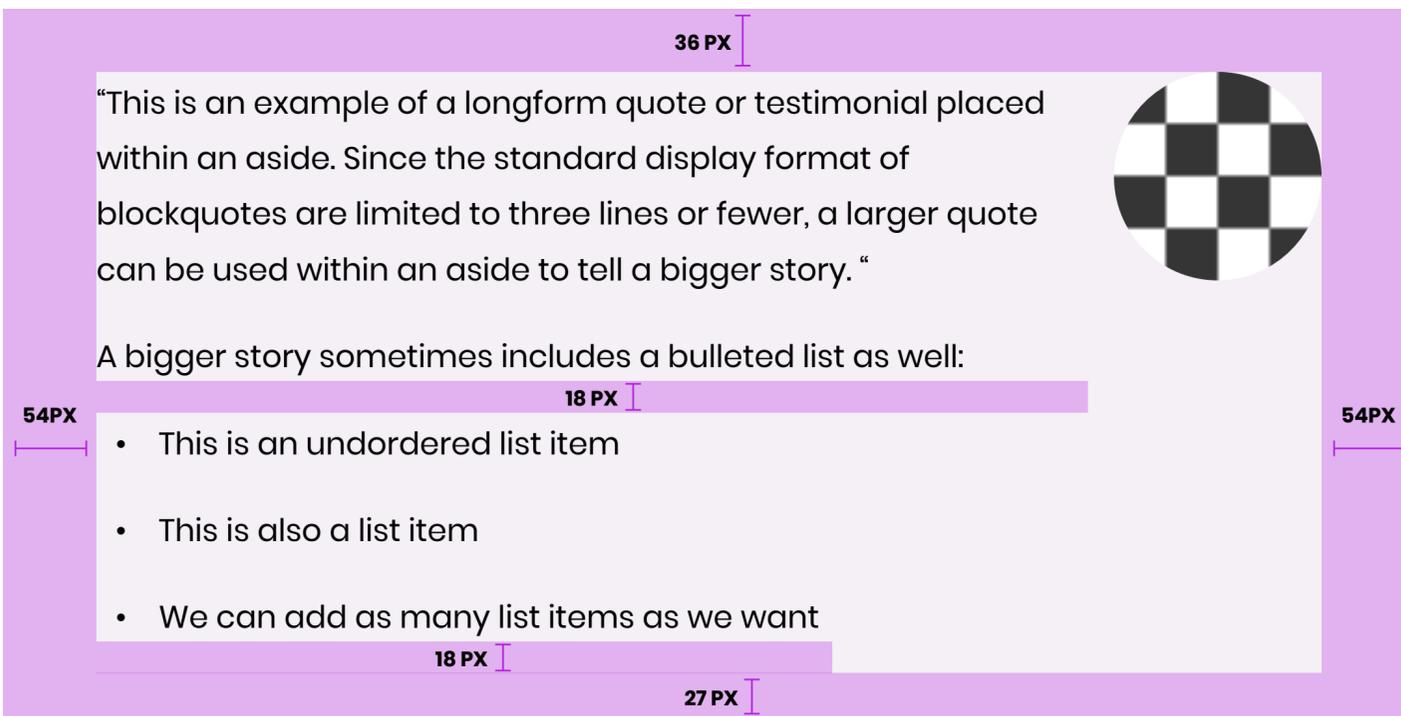
54PX

1. **Ordered List Item**
2. **Ordered List Item**
3. **Ordered List Item**

18 PX

27 PX

This example shows a table of contents inside a light purple aside box. The box has a top padding of 36px, a bottom padding of 27px, and side paddings of 54px. The text is bold and black. The list items are numbered and bold. The padding between the list items is 24px. The padding between the text and the bottom of the box is 18px.



36 PX

“This is an example of a longform quote or testimonial placed within an aside. Since the standard display format of blockquotes are limited to three lines or fewer, a larger quote can be used within an aside to tell a bigger story.”

A bigger story sometimes includes a bulleted list as well:

- This is an unordered list item
- This is also a list item
- We can add as many list items as we want

54PX

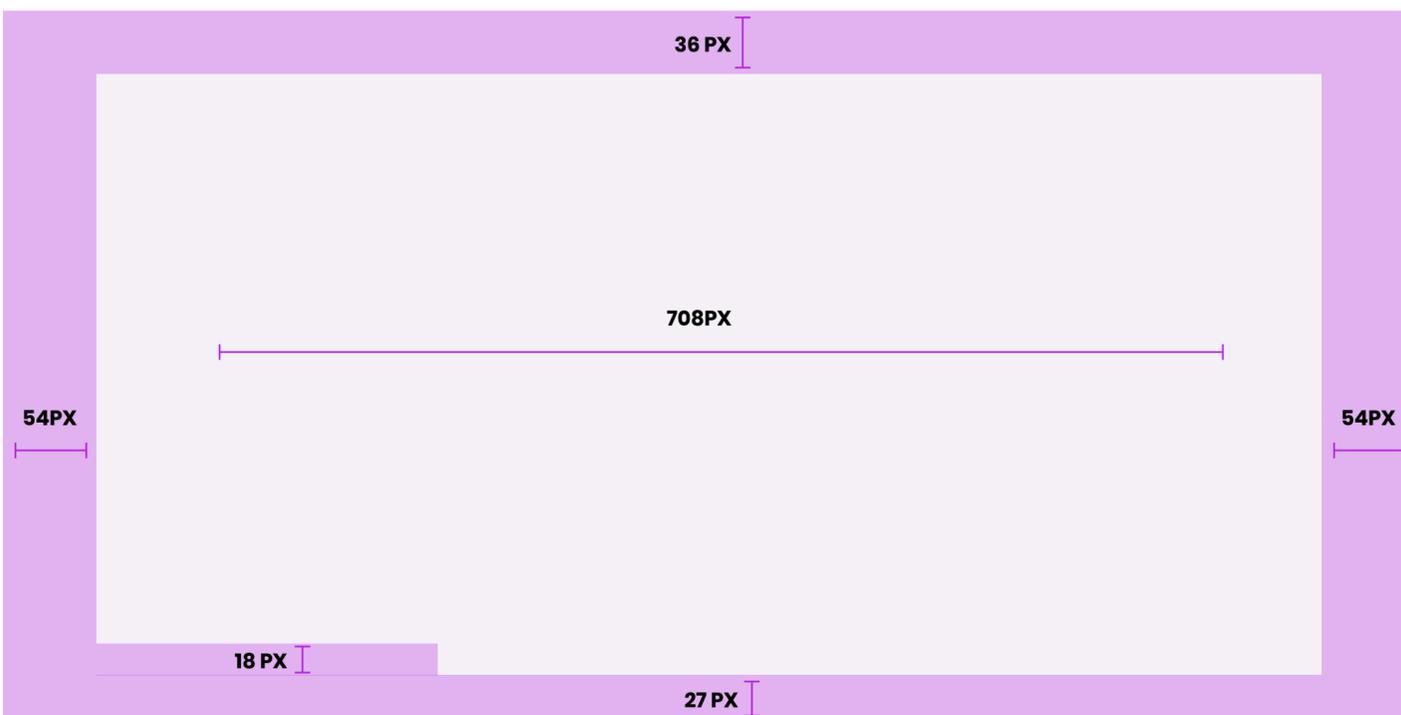
18 PX

54PX

18 PX

27 PX

This example shows a longform quote and a bulleted list inside a light purple aside box. The box has a top padding of 36px, a bottom padding of 27px, and side paddings of 54px. The quote is in a larger font size and is enclosed in quotation marks. The bulleted list is below the quote. The padding between the quote and the list is 18px. The padding between the list items is 18px.



36 PX

708PX

54PX

18 PX

27 PX

This example shows an empty light purple aside box. The box has a top padding of 36px, a bottom padding of 27px, and side paddings of 54px. The width of the box is 708px. The padding between the text and the bottom of the box is 18px.

Nearly any content can be placed inside an ‘aside’ element. Asides are composed of a Neutral tinted box, preset with standard paddings. Use asides to call out specific information, or present content in a different context (ie: a table of contents.)



COMMON THREAD
COLLECTIVE

TESTIMONIALS

COMMON DESIGN LANGUAGE

1.1

Testimonials

COMMON DESIGN LANGUAGE



Testimonial styles come with dark and light presets. Within these presets you can hide and show standard margins, change the fill of the quote icons, and edit the quote body and attribution text. Simply select an image within the image fill options, to fill in the large round testimonial image area.



24 PX



32 PX

“This is a sample client testimonial, a place for our clients to brag about growing faster than ever before. Tell their story with this testimonial element, and talk about CTC’s great work. Share specific client numbers and focus on the ROI for our clients’ brands.

CTC is creative and fast. CTC generates results for our clients to help them continue to grow.”

24 PX

CLIENT NAME, CLIENT COMPANY

24 PX



COMMON THREAD
COLLECTIVE

LAYOUT

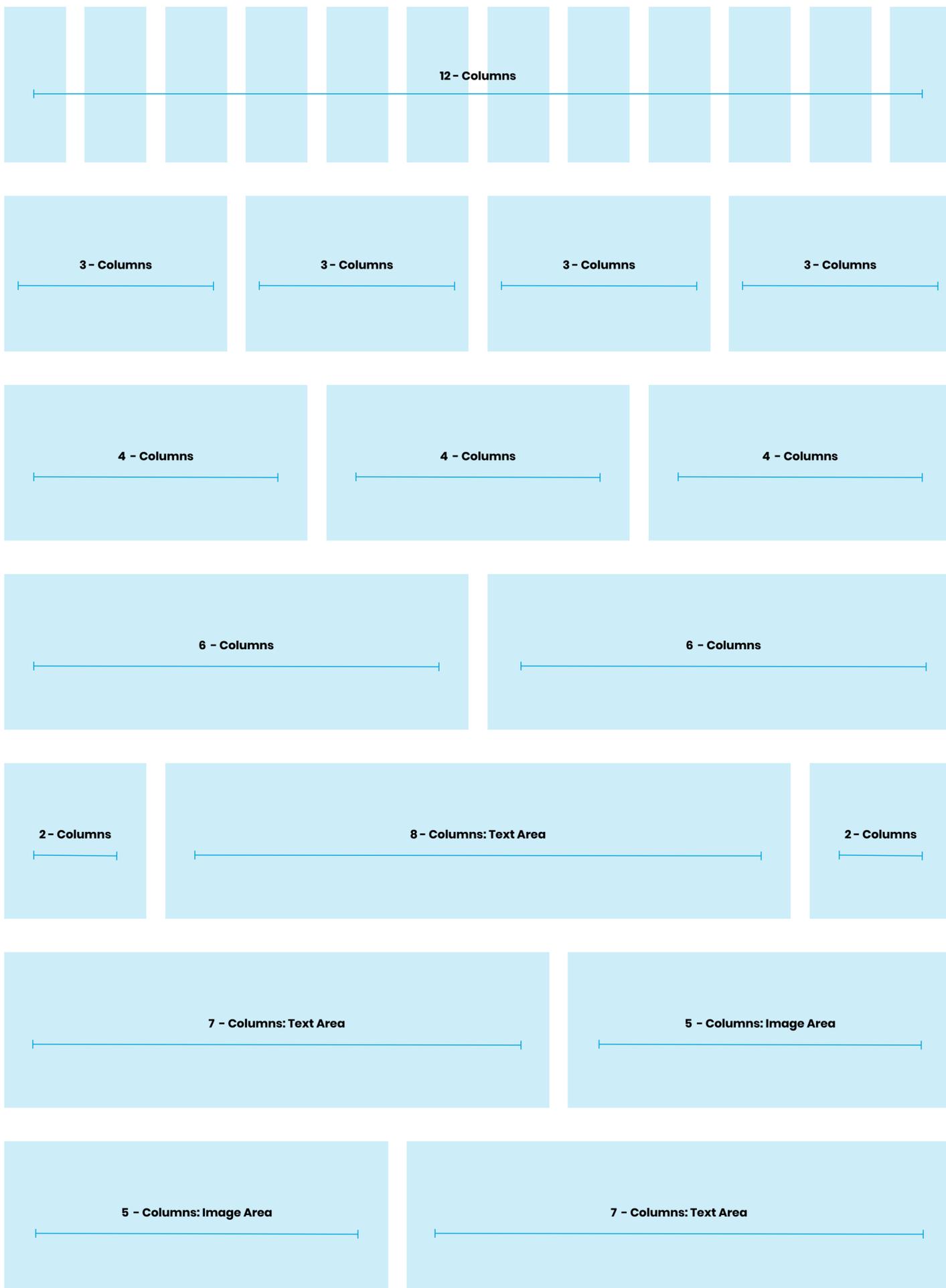
COMMON DESIGN LANGUAGE

1.1

Desktop Grid

The standard desktop grid layout for CTC's website operates off of a 12-column grid. The default max width for the site is set to 1440px, with the full inner-grid width at 990px (1050px with 30px of padding on the left and right.) Standard gutter width is set to 20px. While 12 columns are present, CTC does not create sections smaller than 3-column widths across (column of 4) and that breakup is used sparingly.

Use default image and device layout sizes as created within this CDL, centering the items on this grid. The following will display standard desktop layout grid and content widths.





COMMON THREAD
COLLECTIVE

HEADER

COMMON DESIGN LANGUAGE

1.1

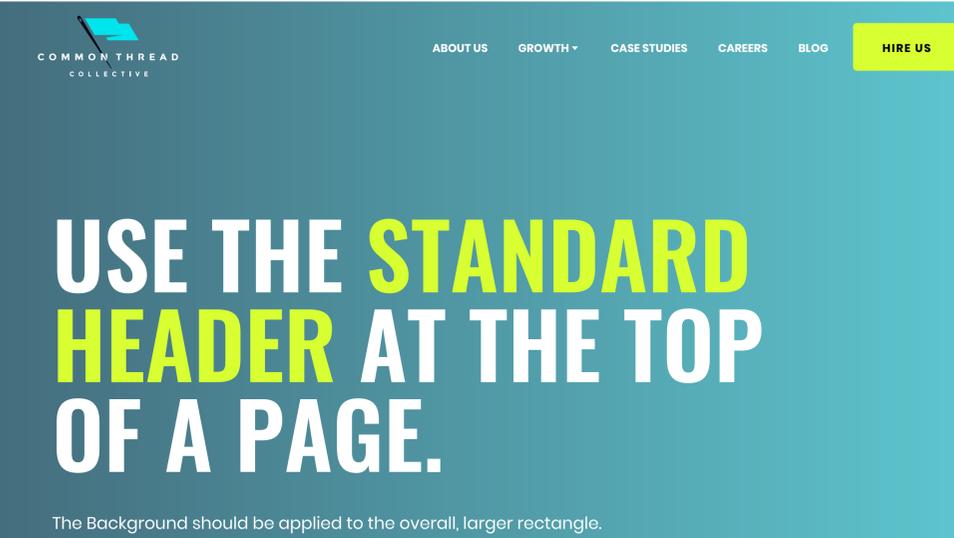
Website Headers

COMMON DESIGN LANGUAGE

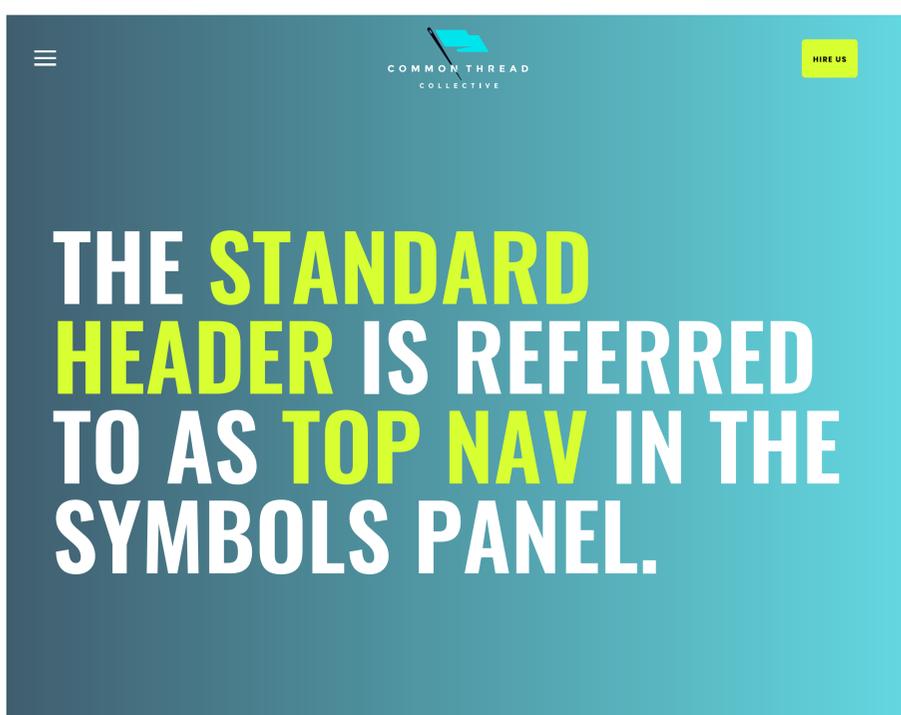


Standard Navigation

There are 4 variations of the CTC header symbols. Two of these are created for desktop displays, the standard desktop header (which has no background) and the sticky version of the desktop header (with the dull gradient background). Two are created for mobile displays. (Again, these include the standard mobile header with no background, and the stick mobile header with the dull gradient background.)



The Background should be applied to the overall, larger rectangle.

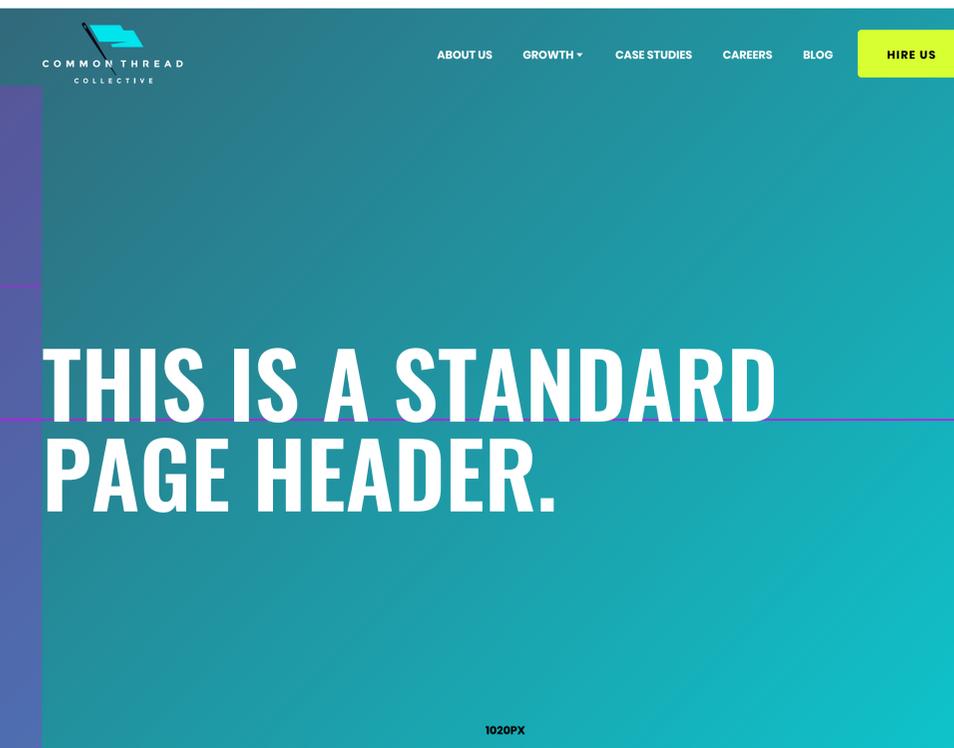


Sticky Navigation

Desktop and mobile versions of the sticky header can be used elsewhere for mockups. These headers accurately represent the standard header on our basic "dull gradient" background with an added 15px bottom margin.



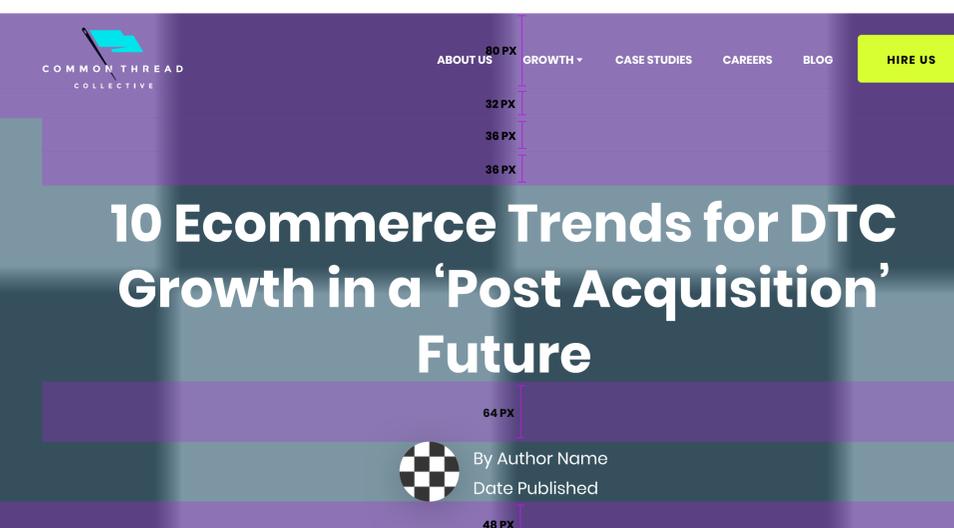
Page Headings



Use this symbol to get started with standard page headers. Page headers have a minimum height of 800px. H1 content is **always** 1020px wide, horizontally centered in the window. Headings are vertically centered at 55% of the height of the overall hero (the frame as a whole.) For complex H1 styling, write a spacebar in the editable text field, and create your own custom H1 in its place. When creating a custom H1, use the centerline as a reference for the 55% vertical centering. You can also hide the margins and centerline within the overrides panel.

This symbol is intended to serve as a starting point, with the basic rules for CTC page headings.

Blog Headings



Use this symbol to get started with standard blog headers. Blog headers have no minimum height, and instead rely on preset paddings and H1 content to determine height. H1 content is **always** 990px wide, and when editing inside this symbol will automatically resize the height of this header. You can also hide the margins and centerline within the overrides panel.



COMMON THREAD
COLLECTIVE

FOOTER

COMMON DESIGN LANGUAGE

1.1

CONTACT

hello@commonthreadco.com



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3011 S Croddy Way

Santa Ana, CA 92704

CASE STUDIES

GoPupSocks

Diff Eyewear

Theragun

'47 Brand

EAST COAST

511 W 25th St

New York, NY 10001



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COMMON THREAD
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BASIC STATS

COMMON DESIGN LANGUAGE

1.1

**Callout /
Left**

**Callout /
Center**

**Callout /
Right**

**Callout /
Left**

**Callout /
Center**

**Callout /
Right**

**Small Callout /
Left**

**Small Callout /
Center**

**Small Callout /
Right**

**Small Callout /
Left**

**Small Callout /
Center**

**Small Callout /
Right**

DATA VISUALIZATION: CALLOUT ELEMENT

Statistic Context / Details

12,345

Callout - Statistic Bottom

Black on light background

Statistic Context / Details

12,345

Callout - Statistic Bottom

White on dark background

12,345

Statistic Context / Details

Callout - Statistic Top

Black on light background

12,345

Statistic Context / Details

Callout - Statistic Top

White on dark background

Callout /

Left

Callout /

Center

Callout /

Right

Small Callout /

Left

Small Callout /

Center

Small Callout /

Right



COMMON THREAD
COLLECTIVE

CHARTS

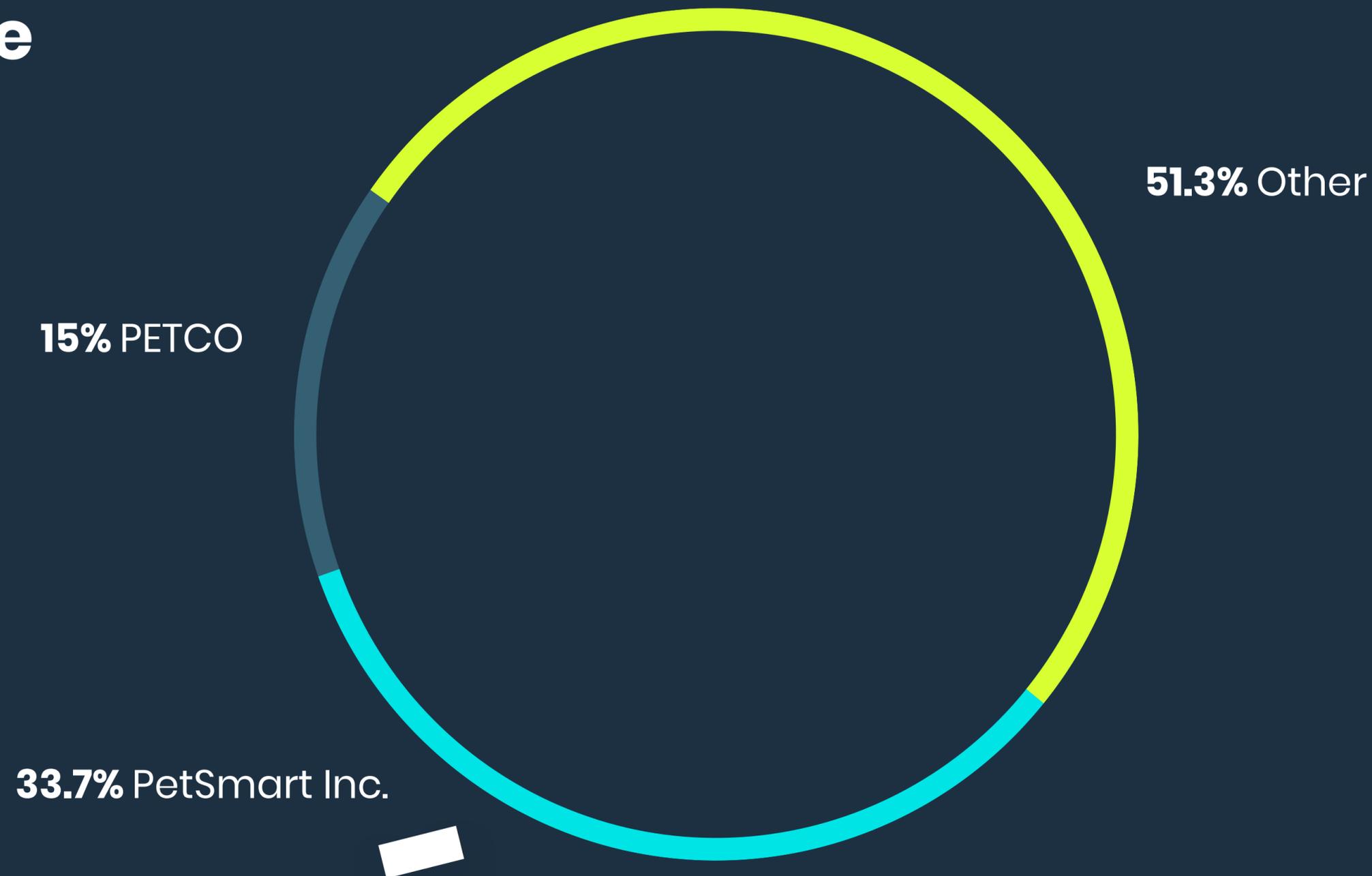
COMMON DESIGN LANGUAGE

1.1

Leading US Ecommerce CPG Categories

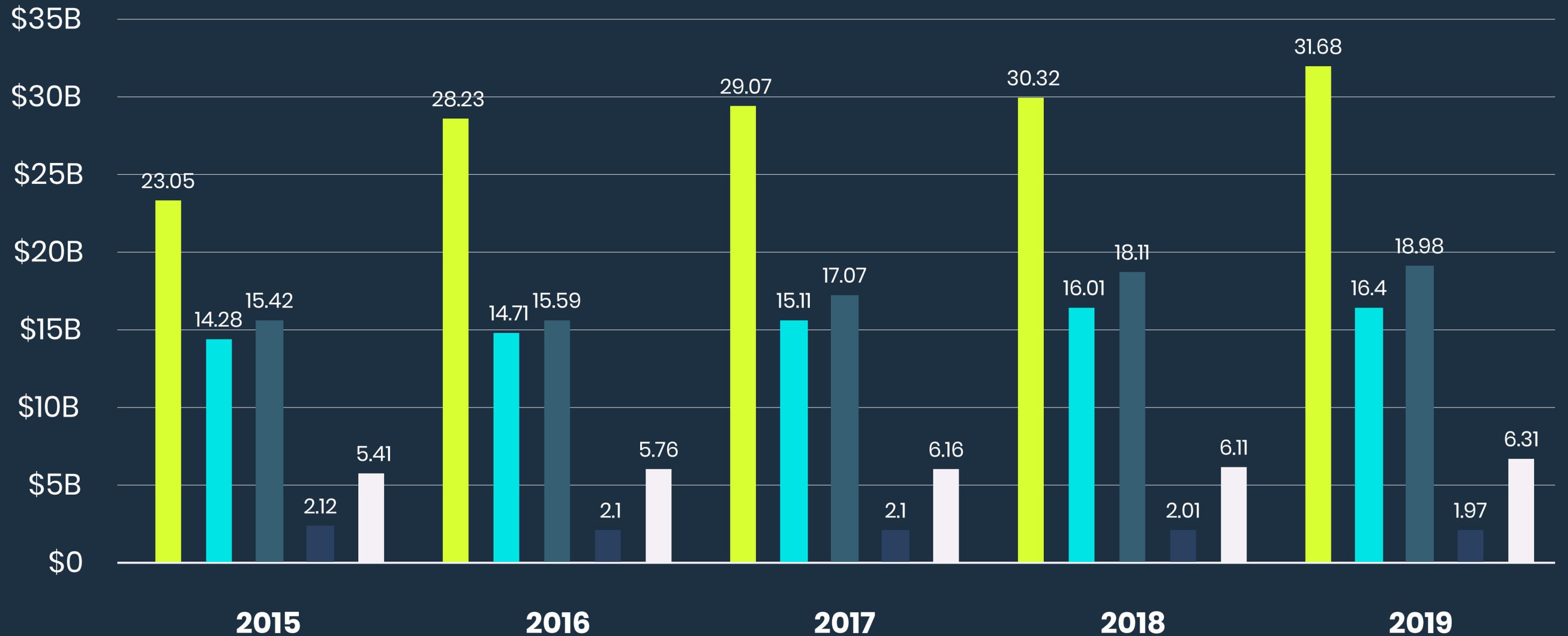


US Pet Stores Market Share by 2019 Revenue

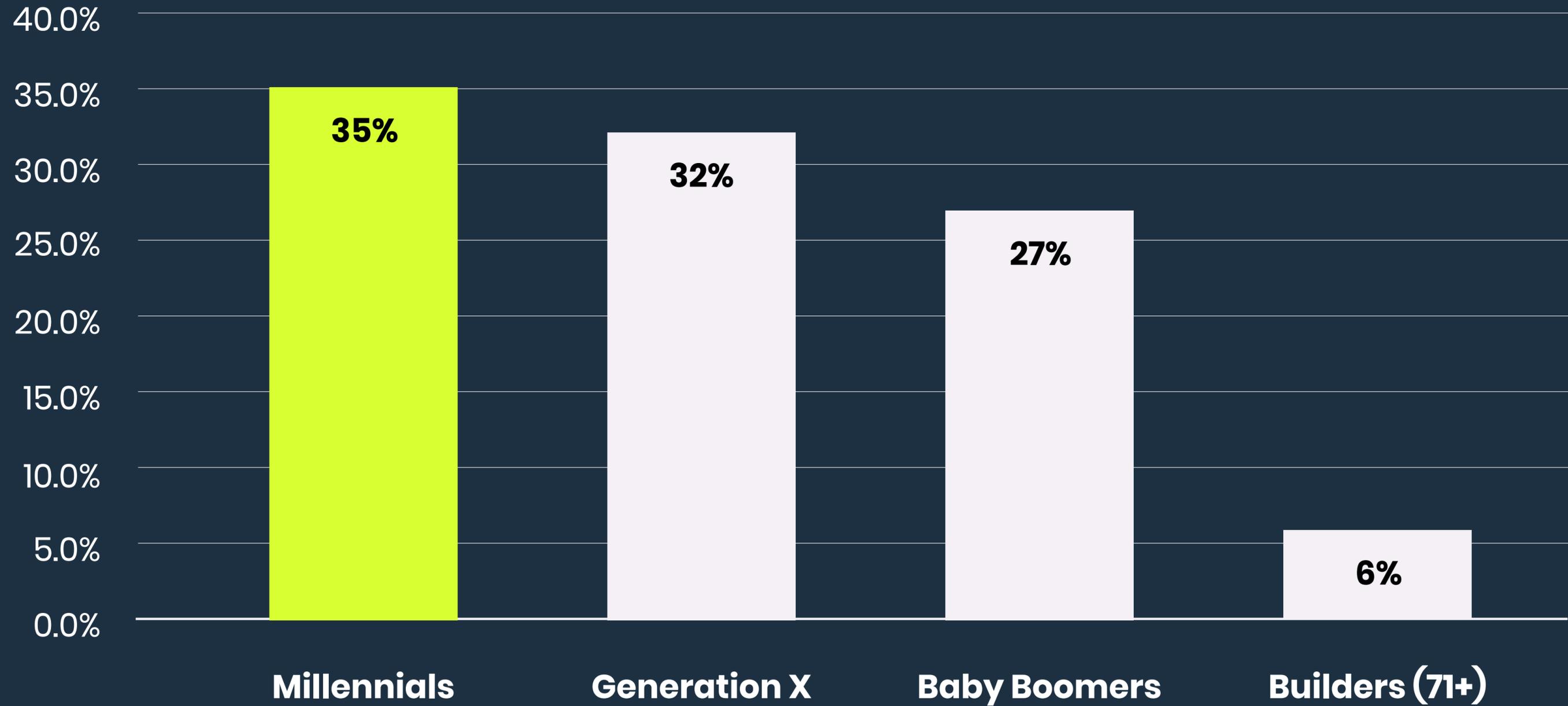


US Pet Industry Sales 2015–2019

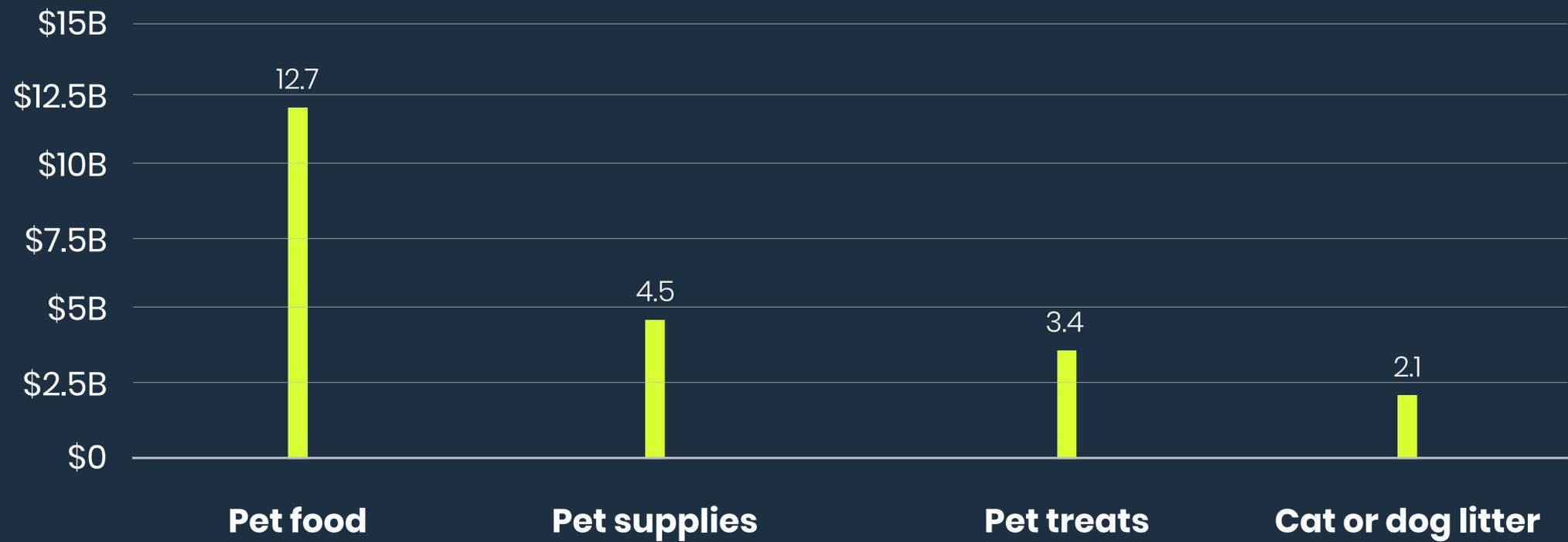
Food Supplies Veterinary Animals Other



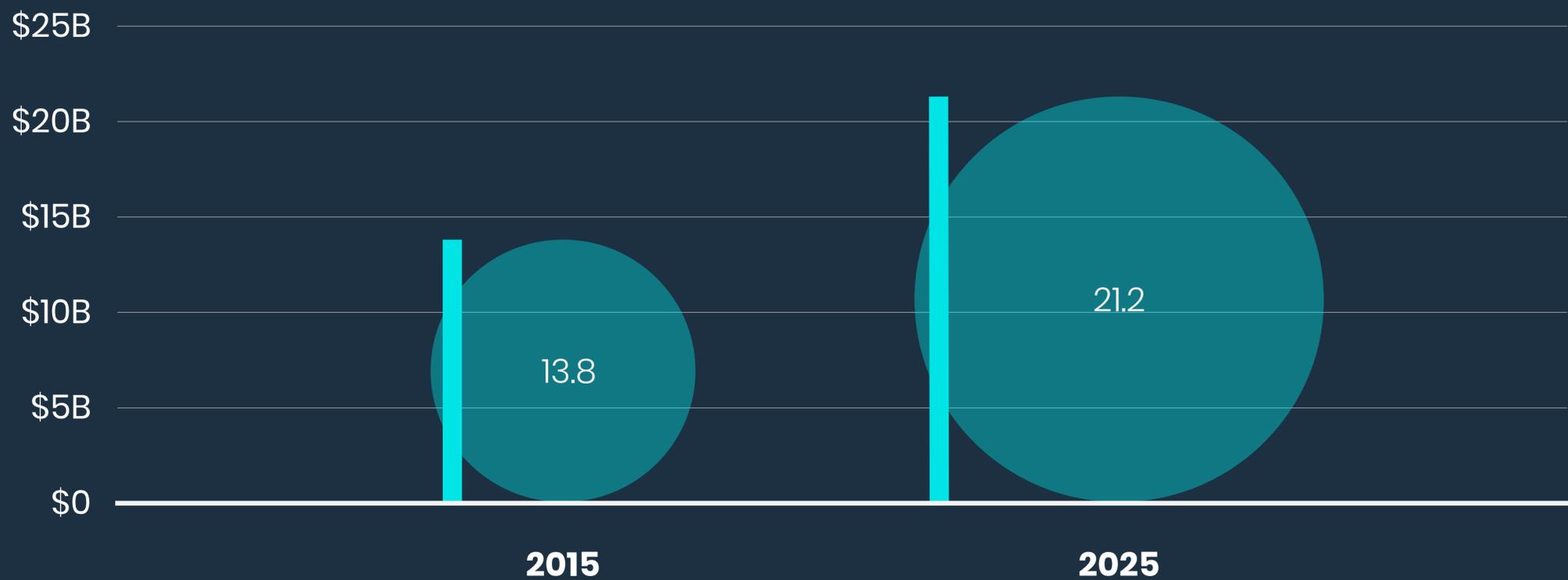
US Share of Pet Owners



US Pet Product Categories by Sales



Value of Pet Care Market for Over-the-Counter Supplies



In-Store vs Ecommerce Share of Global Retail (2023)

22%

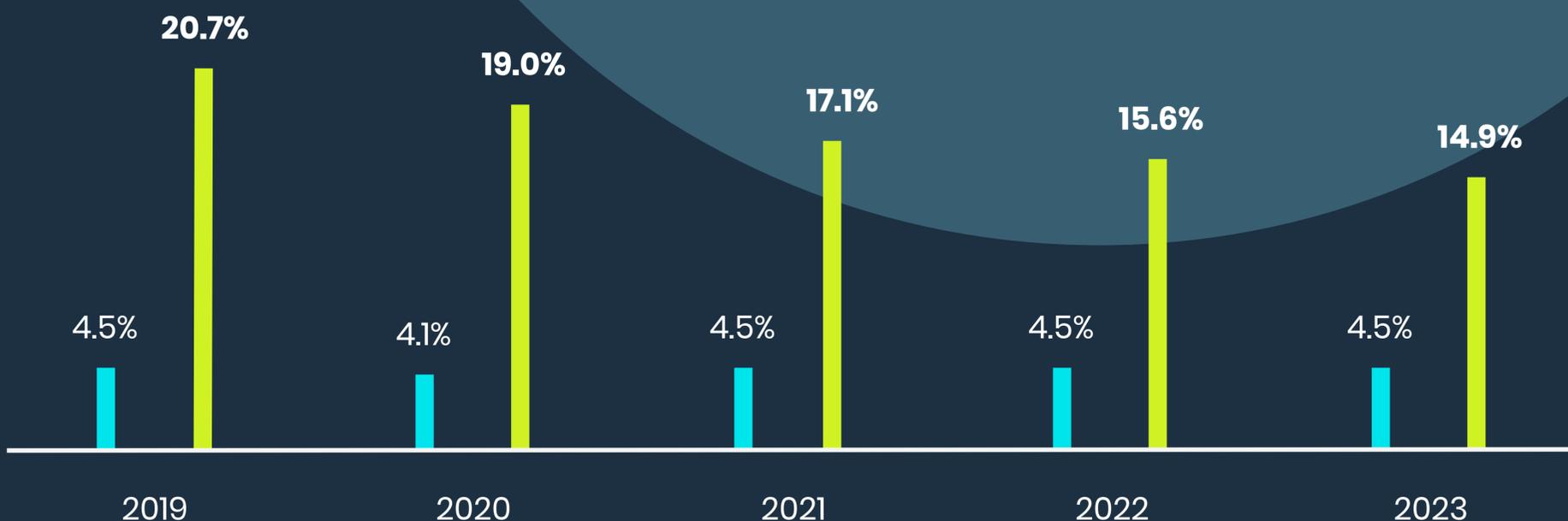
\$6.54 trillion ecommerce

78%

\$29.76 trillion in-store retail

In-Store vs Ecommerce Global Sales Growth

In-store Ecommerce



\$23.2T

Delta between in-store vs ecommerce (2023)

84%

North American's in-store share of retail (2023)

60%

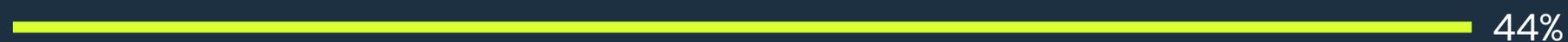
US top-ten retailers share of ecommerce (2019)

38%

Amazon's share of US ecommerce (2019)

Motivation for Purchasing Pet Products Online in US

Convenience: I can shop anytime, any place



Good value due to free shipping



Product selection



Can more easily price compare



Shop a lot online generally



Easier to get extra product information and reviews



Can more easily find sales and promotions



Easier to find new products I might want to try



Good value due to tax savings



Online is convenient for "refill" purchases



Use automatic or scheduled delivery option



Competitive pricing

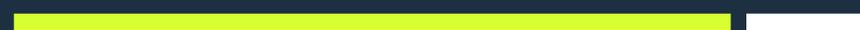


B2C Content Marketing

Best of Times, Worst of Times

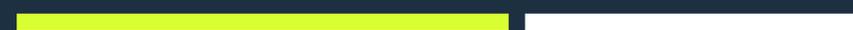
86%

Use content marketing



59%

Plan to increase budget



33%

Have a documented strategy

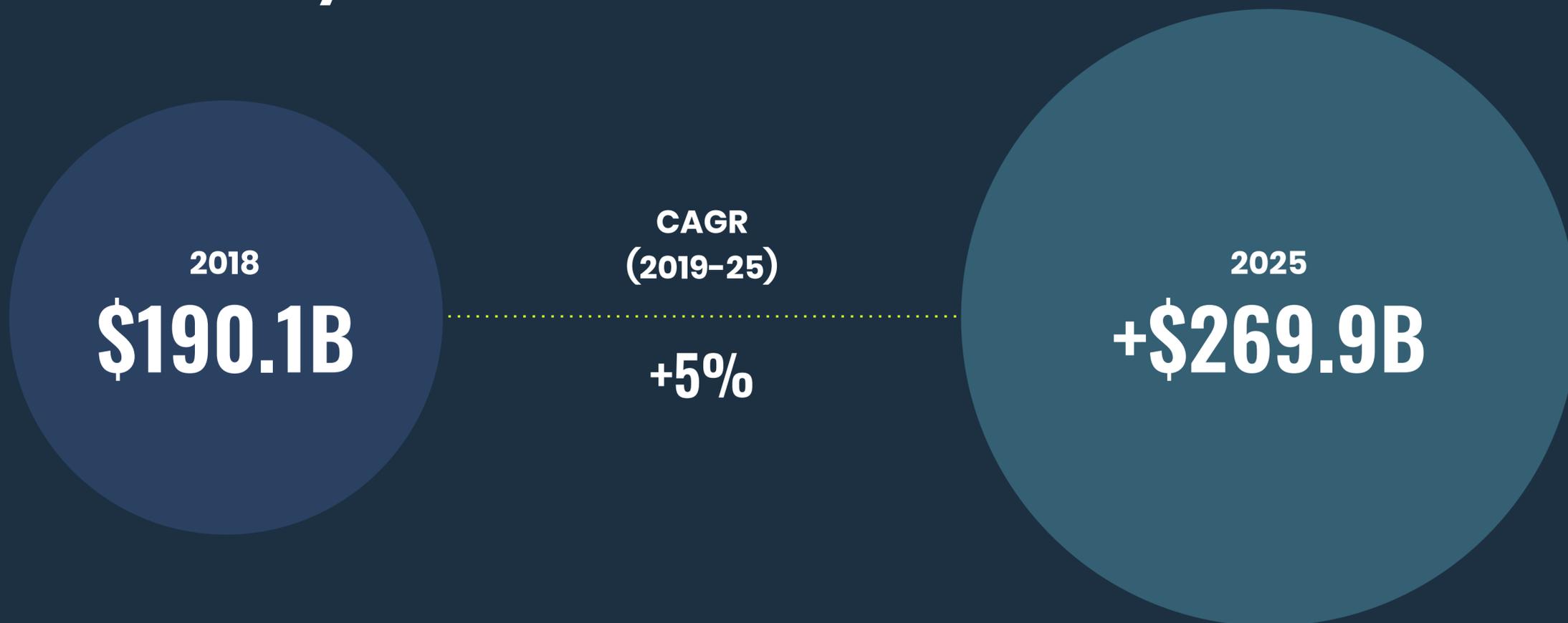


49%

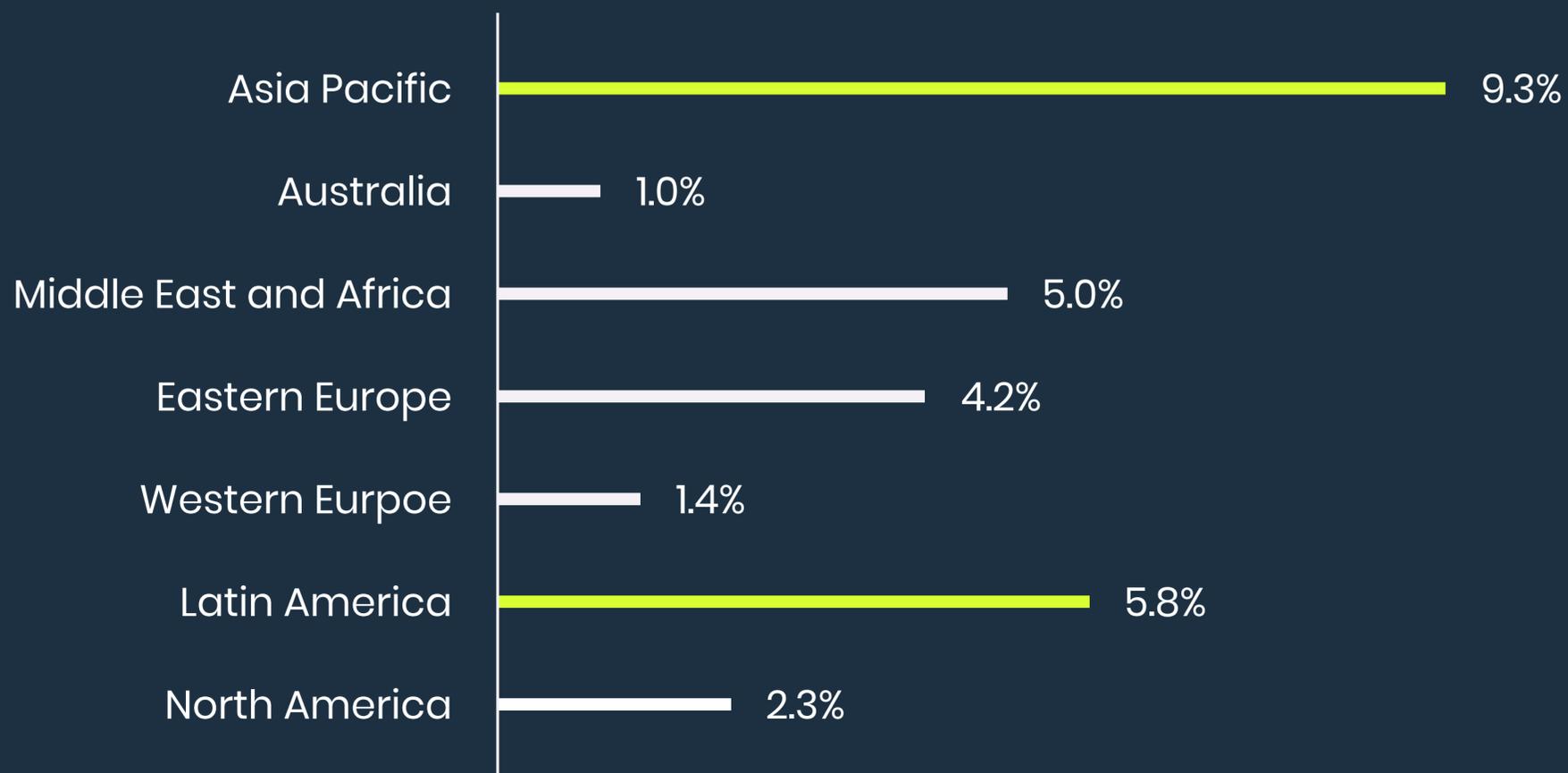
Do not measure the ROI of content*



Pet Industry Global Growth

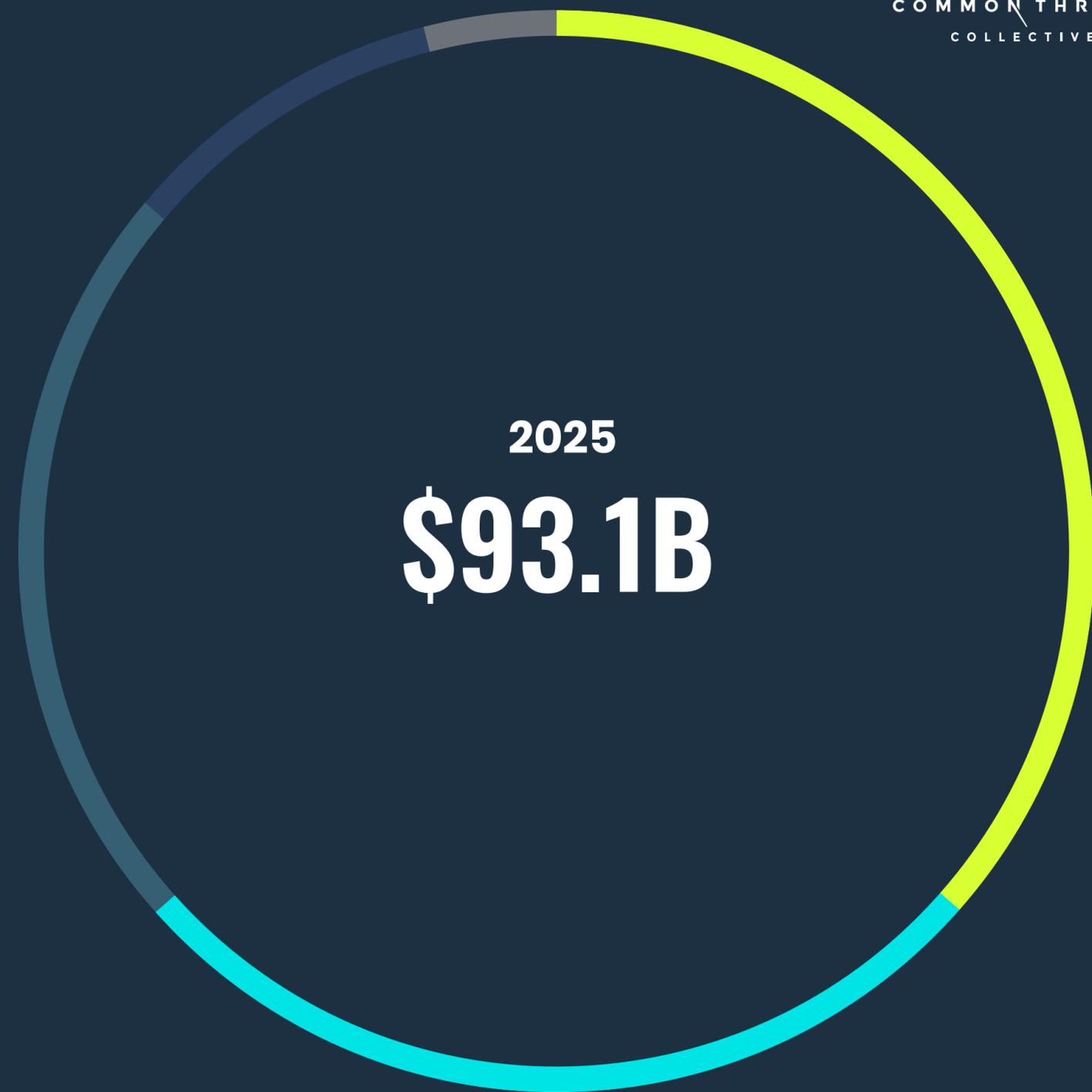
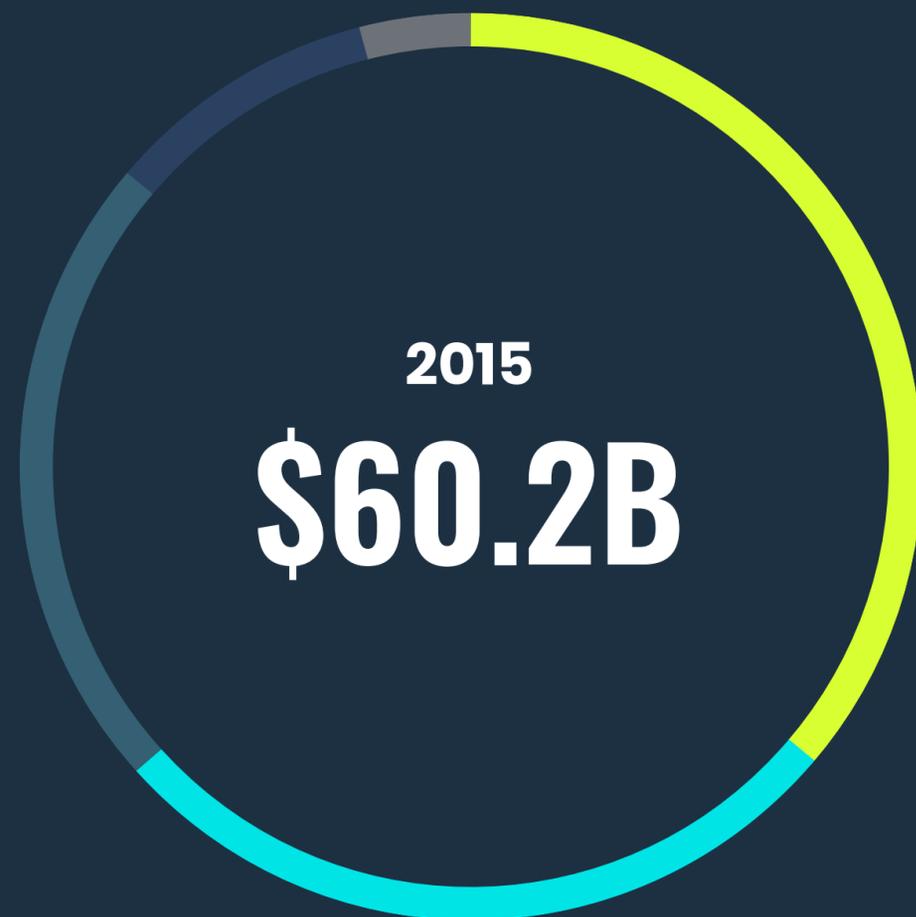


Pet Industry 2022 Growth by Region



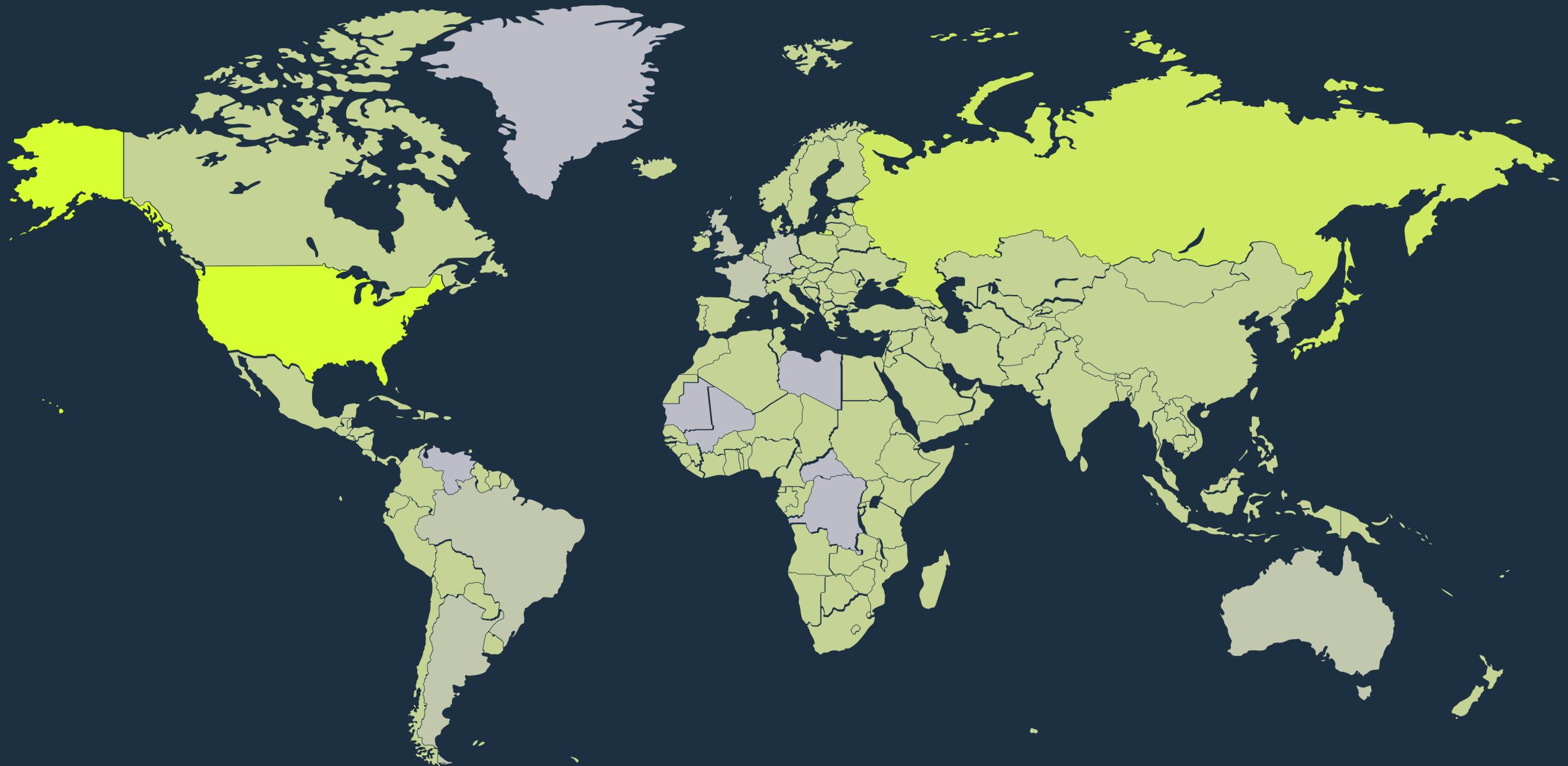


US Pet Market by Product

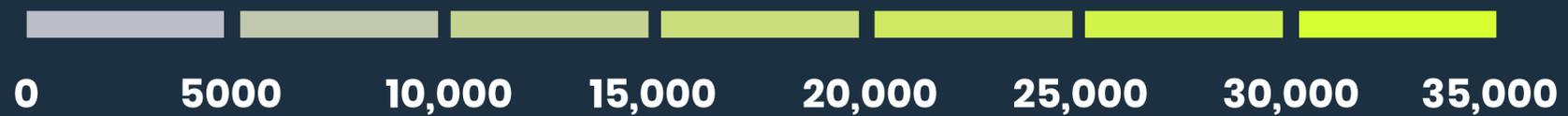


- 36% Food
- 27% Vet care
- 23% Supplies
- 10% Groom and board
- 4% Animal purchases

Global Revenue in the Pet Food Market



In Millions of USD



Social Media Advertising By the Numbers

+38.76%

North America's increase in social media ad spend (2019-2023)

\$36.7B in 2019

\$50.9B in 2023

+39.57%

Worldwide increase in social media ad spend (2019-2023)

\$89.9B in 2019

\$125.4B in 2023

34%

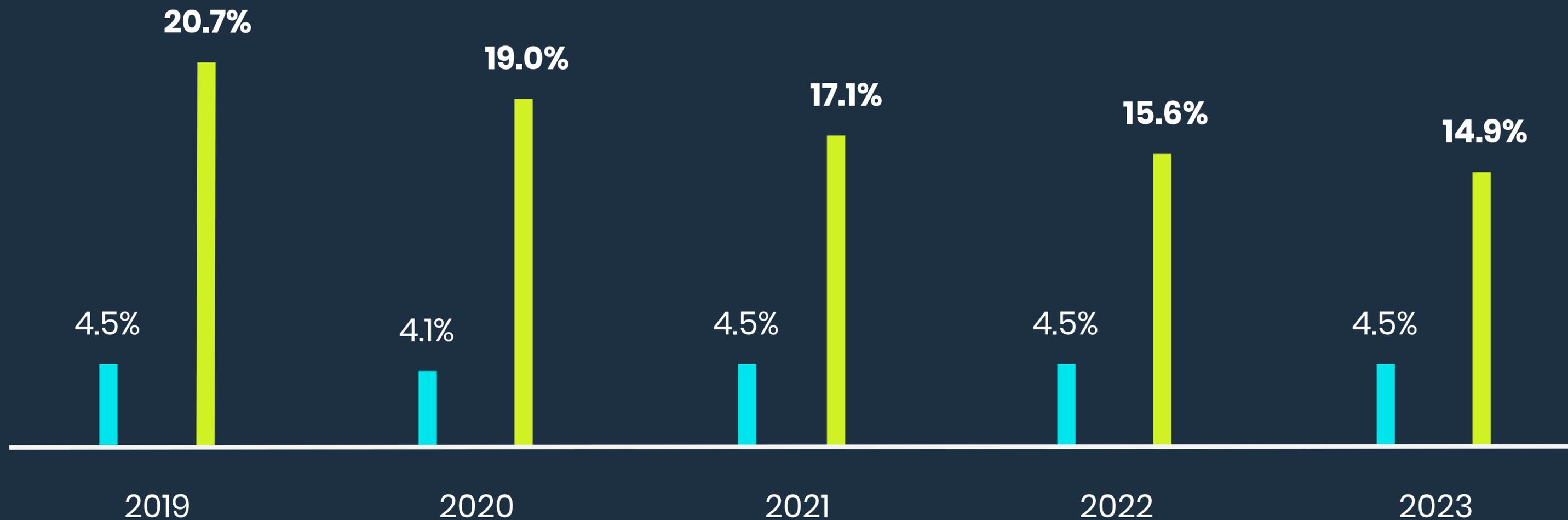
Increase in Facebook monthly active users (2016-2019)

75%

Increase in active advertisers on Facebook (2016-2019)

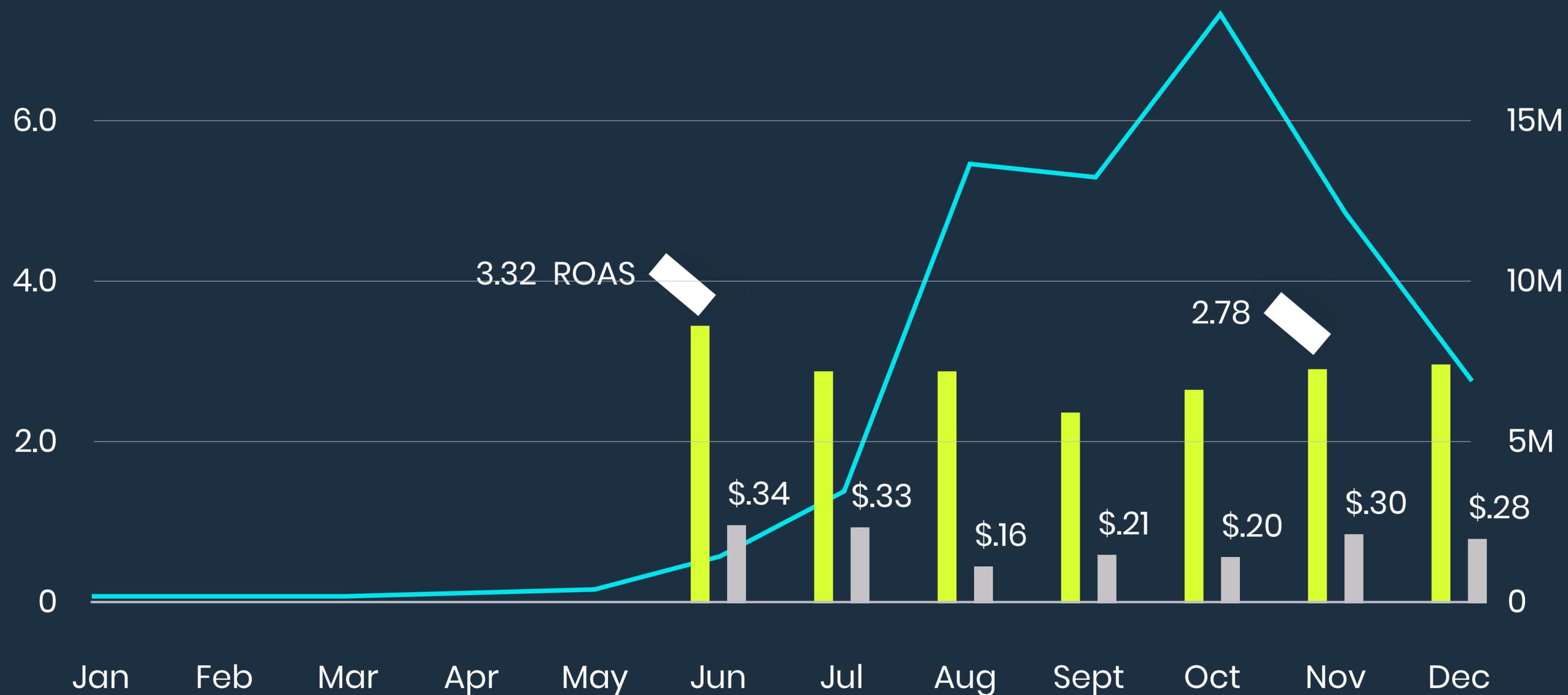
Retail vs Ecommerce Global Sales Growth

— Retail — Ecommerce

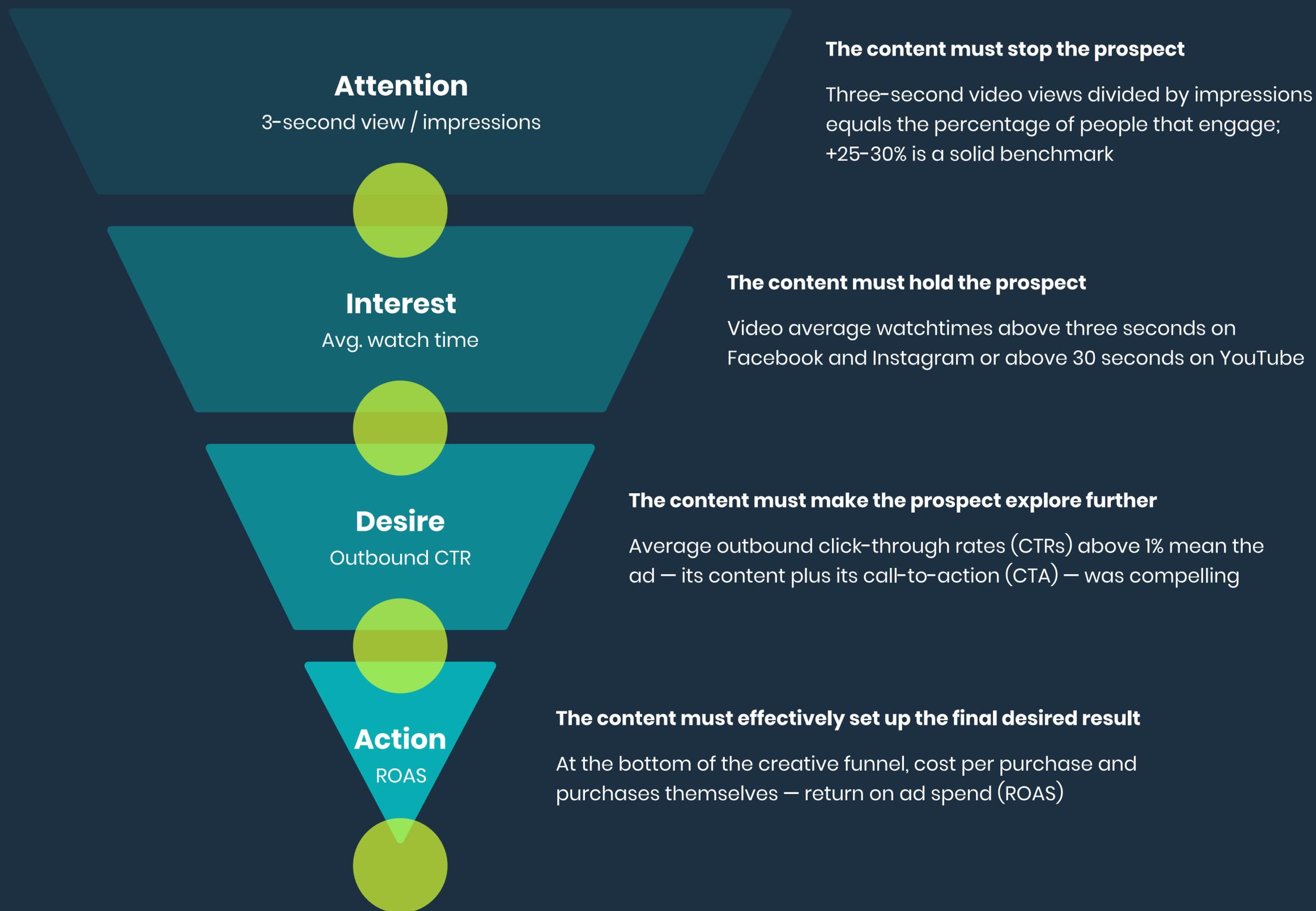


International Facebook ROAS, Impressions & Cost

— ROAS — Impressions — CPC

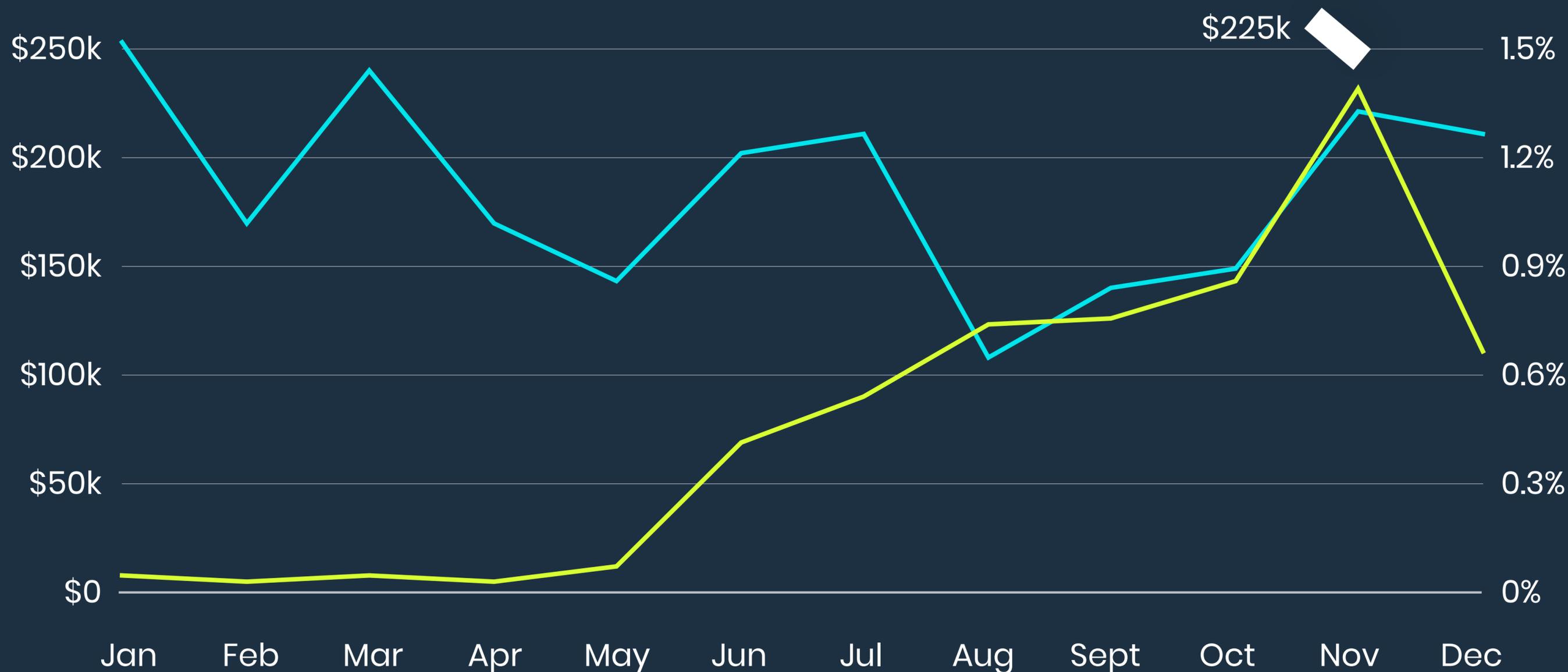


AIDA as a Model for Measuring 'Content and Commerce'



International Revenue & Ecommerce Conversion Rate

— Revenue — CRV



Paid Traffic: CPM (left) vs CPC (right)

