

Case study

Pet breeding group: turning scattered brand data into a measured baseline

This pet breeding group had several public brands, separate websites, and uneven tracking. New Reward assembled the stored GSC, GA4, AI visibility, and sales-report rows into one plain-English baseline so the team could see ...

Measured proof

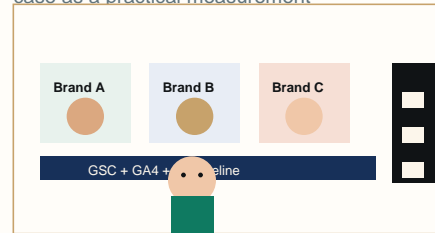
35,025

May GSC impressions: Stored May 2026 Search Console impressions for one sub-brand.

Case-specific proof visual

Multi-brand baseline board

This image shows the multi-brand case as a practical measurement



- Team sees three brand records in one baseline.
- Search, analytics, and AI rows are separated from conversions.
- The proof is measurement clarity, not ROI.

New case-specific illustration. It is not a private client screenshot or outcome proof.

Client

Anonymized pet breeding group

Industry

Pet breeding and multi-brand reputation

Timeframe

April to June 2026 stored GSC, GA4, and AI visibility readout

Outcome

Limited multi-brand measurement baseline

Evidence at a glance

Measured result

Search and visibility baseli...

The useful return is measurement clarity: the team can see search, ...

Return proof

ROI proof not claimable yet

Inquiry, review, social, and revenue source exports are still needed before ...

Next evidence

Measured baseline

Non-PII inquiry and booked-call export

Proof boundary

This proves stored measurement and visibility baseline data. It does not claim inquiry growth, review growth, ranking lift, revenue, ROI, social performance, or package impact.

Evidence appendix

Evidence, limits, and source notes.

Problem

The business had activity across several brands, but the proof was scattered. Some search and analytics data existed, while conversion events, social proof, profil...

What New Reward did

New Reward reviewed the stored search, analytics, AI visibility, sales-report, package, and social ledgers. The work separated public-safe activity metrics ...

Result

The readout showed one sub-brand with 3,484 stored GSC clicks and 35,025 impressions in May 2026, a June 1 GA4 snapshot with 1,369 sessions for one br...

Why it matters

A multi-brand company cannot improve what it cannot measure. This baseline gave the team a safe way to talk about search and AI visibility while keeping inquiry, ...

Caveats

- Do not claim inquiry growth, review growth, social performance, lead lift, revenue, ROI, ranking ...
- Some GSC and GA4 lanes still need exact source repair before stronger trend claims.
- The client and sub-brand names remain anonymized in New Reward public case-study copy.

Measured signals

May GSC clicks

3,484

May GSC impressions

35,025

GA4 sessions

1,369

Organic-search sessions

272

AI visibility mentions

123

Stored conversions

0

Work performed

- Reviewed stored Search Console ranking and aggregate rows across the sub-brands.
- Reviewed June 1 GA4 overview and channel snapshots where exact properties were ...
- Reviewed AI visibility snapshots and sub-brand sales-report score history.
- Recorded that package, social, conversion, profile, and review impact remained ...

What remains bounded

- This proves stored measurement and visibility baseline data. It does not ...
- Do not claim inquiry growth, review growth, social performance, lead lift, ...

Source notes and download path

Download URL:
<https://www.newreward.com/cases/pet-breedin...>
 Public URL:
<https://www.newreward.com/cases/pet-breeding-...>

Proof visual: Multi-brand baseline board

Proof image source:
<https://www.newreward.com/marketing...>
 Performance history ledger: Internal anonymized pet-breeding ...