

Jinx fetches fast launch to brand expansion

CHALLENGE

[Jinx Pet Food](#) launched online in 2020 with the goal of redefining dog food. Fueled by a commitment to science-backed recipes and a "Direct-to-Dog" philosophy, Jinx grew from a niche direct-to-consumer operation to one of the fastest-growing retail pet food brands.

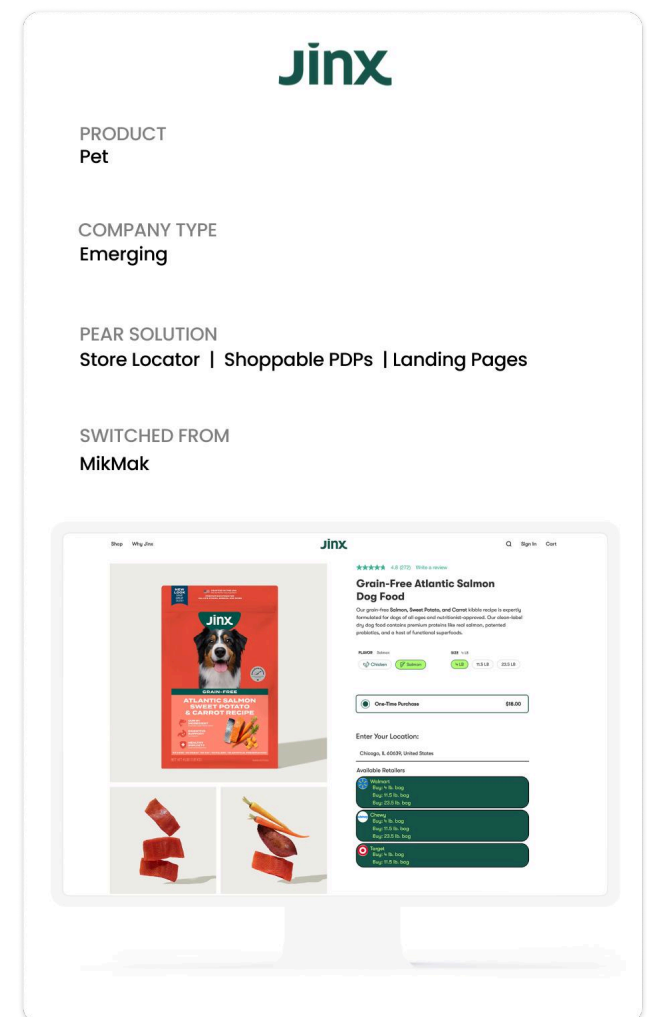
But rapid growth brought challenges. Jinx needed a streamlined retail ecommerce solution to manage their growing retail partnerships and omnichannel product innovations. Their existing provider hit significant roadblocks—onboarding took over **6 months**, each new product or store location demanded extensive time and effort, and scaling proved frustratingly inefficient.

SOLUTION

Enter **Pear Commerce**, with a clear promise to streamline retailer integrations, automate purchase paths, and solve shoppability issues faster and smarter than any other retail ecommerce provider.

Jinx's Brand Manager, Christina Yglesias, turned to Pear Commerce's full platform, which delivered on 3 key fronts:

- **Fast onboarding:** Pear and Jinx Teams' collaborated to implement the platform in **under 5 weeks**—during the busy Q4 holiday season—without draining internal resources. The process proved significantly faster than the 6+ months they spent on a partial MikMak implementation.
- **User-friendly tools:** Jinx noted Pear's intuitive platform made their day-to-day operations smoother and freed up valuable time to focus on marketing and innovation.



- **Proactive support:** From helping install the code when Jinx's developers were unavailable to going above and beyond the scope to solve problems, Pear delivered exceptional service.

“The entire process was fast, streamlined, and a low lift for our busy internal team. We were able to customize several components while still moving along quickly,” shares Christina, “The Pear Implementation Team was always just an email or meeting away and quick to help us move decisions along and find solutions for any problems that arose.”

THE RAPID RESULTS

Thanks to Pear Commerce, Jinx achieved operational efficiency and unlocked growth opportunities:

- **Swift updates:** Adding new retail partners, product SKUs, or store locations became effortless. What previously felt like an endless headache now happens “like magic.”
- **Stronger retailer relationships:** Jinx improved retailer satisfaction by ensuring their locations were accurately and quickly merchandised on Jinx's site.
- **Better campaign insights:** With Pear, Jinx now immediately taps into actionable insights on shoppable campaigns and paid media performance, fueling smarter marketing decisions in real time.

“Our buyers are happy to see their retailers merchandised on our site, as we expand distribution we can add new doors to our Store Locator much more quickly and easily than with our previous partner, and we're able to learn more quickly which Landing Pages and experiences are performing the best in our paid media,” says Christina.

ACCELERATED GROWTH WITH PEAR

With Pear Commerce, Jinx doubled down on strategies that simplified the shopping experience for pet parents while strengthening their brand's identity.

Proven purchasing tools:

- **Store Locator:** A customer-centric "Pear-to-Buy" tool allows shoppers to find their nearest in-stock retailer, keeping the flow from discovery to purchase simple and intuitive. [View live Store Locator >](#)
- **Shoppable PDPs:** Pear's embedded product detail page solution makes it easy to update and integrate new purchase options quickly. [View a PDP >](#)
- **Landing Pages:** For paid media campaign destinations, Jinx loves Pear's always shoppable and customizable Landing Pages. [Check one out >](#)

STANDOUT COMMITMENT

When Jinx faced unexpected challenges during implementation, a Pear Engineer stepped in to guide Christina through installing the code. The outcome? Launching successfully without missing a beat—an example of Pear's extraordinary and adaptive approach to partnership.

"These moments, where the Pear Team went above and beyond, are what solidified our trust in them," Christina reflects.

"If you're a fast-growing CPG brand with a small team, Pear is the clear choice. Pear is easy to install, easy to use, customizable, and powerful—with an exceptional team to help you every step of the way."



Christina Yglesias
Brand Manager

PAWS FOR THOUGHT

For quickly emerging to mid-market CPG brands like Jinx, the right tools and partners can make or break your ability to scale efficiently. By choosing Pear Commerce, Jinx didn't just solve their operational hurdles—they gained the competitive advantage needed to capitalize on their rapid growth.

Whether it's simplifying multi-retailer campaigns, speeding up time-to-market, or empowering internal teams, Pear Commerce gets the job done faster and better.

Is your brand ready to quickly scale like Jinx?

Learn how Pear Commerce can help! [Book your demo today >](#)