

Pet breeding group: turning scattered brand data into a measured

Anonymized pet breeding group | Pet breeding and multi-brand reputation | April to June 2026 stored GSC, GA4, and AI visibility

Summary

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 what was measurable and what still needed source repair.

Problem

The business had activity across several brands, but the proof was scattered. Some search and analytics data existed, while conversion events, social proof, profile ownership, and exact attribution still had blockers.

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 from blocked conversion, review, and revenue claims.

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 brand and 386 sessions for another, and AI visibility rows across all three sub-brands.

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, review, and revenue claims out until the missing source data is repaired.

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.

Starting Point

The group had three active sub-brand records, partial GA4/GSC evidence, no parent authority-domain measurement record, and blocked conversion/social/profile proof.

Verified Result

The verified result is a public-safe measurement baseline: search, GA4, and AI visibility activity can be discussed, but inquiry, review, social, revenue, and ROI claims remain excluded.

Evidence Metrics

May GSC clicks: 3,484. Stored May 2026 Search Console clicks for one sub-brand.

May GSC impressions: 35,025. Stored May 2026 Search Console impressions for one sub-brand.

GA4 sessions: 1,369. June 1 GA4 overview snapshot for one selected sub-brand property.

Organic-search sessions: 272. June 1 GA4 organic-search sessions within one sub-brand channel snapshot.

AI visibility mentions: 123. Stored AI visibility mentions across 151 unique questions for one sub-brand.

Stored conversions: 0. Stored GA4 conversions were 0; key events and inquiry attribution still need repair.

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 selected.
- Reviewed AI visibility snapshots and sub-brand sales-report score history.
- Recorded that package, social, conversion, profile, and review impact remained unproven without additional source exports.

Caveats

- Do not claim inquiry growth, review growth, social performance, lead lift, revenue, ROI, ranking lift, or AI citation lift.
- 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.

Source Notes

- Performance history ledger: Internal anonymized pet-breeding performance-history CSV dated 2026-06-03.
- Google tracking weekly ledger: Internal anonymized pet-breeding weekly GSC CSV dated 2026-06-03.
- GA4 channel summary: Internal anonymized pet-breeding GA4 channel summary CSV dated 2026-06-03.
- AI visibility readout: Internal anonymized pet-breeding AI visibility and sales-report ledgers dated 2026-06-03.

Next Step

Public URL: <https://www.newreward.com/cases/pet-breeding-multi-brand-measurement-baseline>

See reputation offering: <https://www.newreward.com/offerings/reputation-reviews>