

SAMPLE ISSUE

# ShelfWatch Weekly

Sample Issue (Baseline)

---

**Watchlist:** Pet Honesty · Wild One · Ruffwear

**Fetches:** 2026-09-24 (ET / America/New\_York) · catalog 2026-09-24 10:41 ET

**Offer:** Weekly competitor intelligence for U.S. pet DTC / Shopify brands · \$79–\$129/mo

**Honesty rule:** Every figure from a real public fetch today. Gaps shown as n/a with reason. No fabricated numbers.

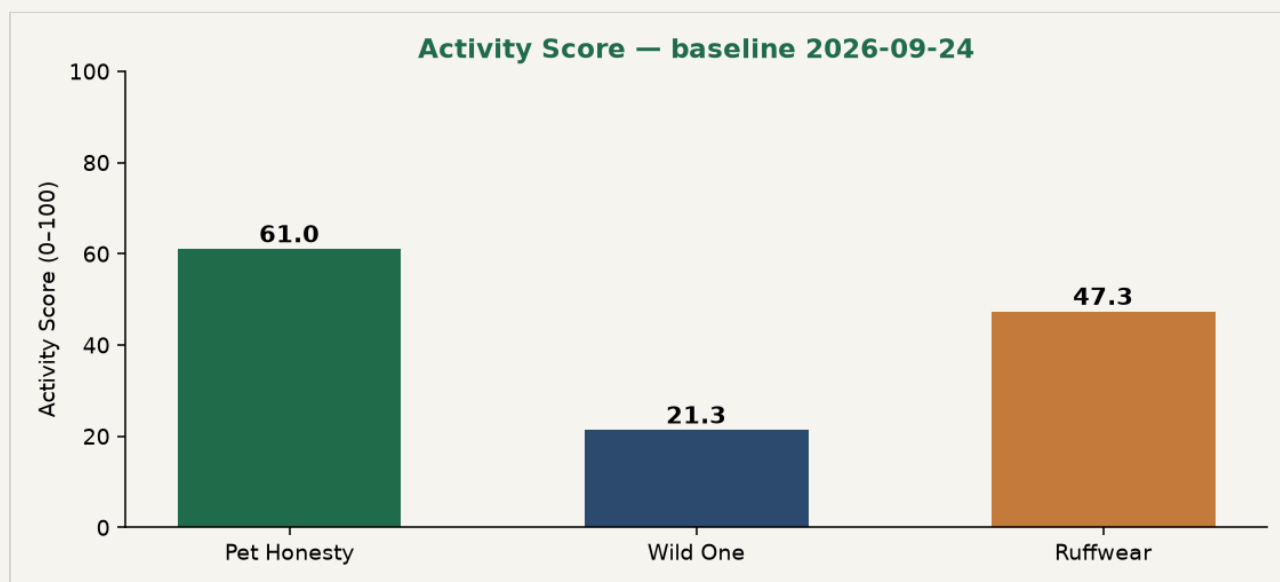
## 1. Executive summary

Baseline week — scores describe what is live today, not week-over-week change. True deltas begin Issue 2.

| Brand       | Activity Score | Sale share* | Avg depth* | New SKUs (30d) | IG followers | Meta ads†                      |
|-------------|----------------|-------------|------------|----------------|--------------|--------------------------------|
| Pet Honesty | <b>61.0</b>    | 61.0%       | 14.6%      | 5 (5/5 ok)     | 58,521       | ~270                           |
| Wild One    | <b>21.3</b>    | 4.7%        | 5.8%       | 0              | 194,039      | <i>n/a (page not isolated)</i> |
| Ruffwear    | <b>47.3</b>    | 31.8%       | 30.7%      | 1              | 466,747      | ~54                            |

\*Ruffwear = New-condition variants only. All-variant sale share is 74.8% due to Used-1/Used-2 resale inventory.

†Meta Ad Library US active, keyword-search results for Sep 24, 2026. New-in-7d checked sample: PH 0/27 · RW 0/21. Browser-pass 2026-09-24 15:06 ET.



### Sharp takeaways

**1. Pet Honesty leads activity (61.0).** Discounts 61% of variants at avg 15% off; 5 new SKUs in 30 days (hand-check 5/5 genuinely new). Core supplements hold \$32.99 parity on brand / Amazon / PetSmart / Walmart Multivitamin (auto-renew caveat). Target Multivitamin \$34.99 = search snippet, unverified.

**2. Wild One is quiet on-site (21.3).** Only 4.7% of variants on sale; 0 new products; 44.7% OOS. PetSmart Waterproof Collar \$29.99 vs \$35 brand (hand-check confirmed match — undercut kept). Walmart harness \$48 parity.

**3. Ruffwear's 74.8% "on sale" is a used-inventory artifact.** New-only sale share is 31.8% at 31% avg depth. Front Range Harness holds \$59.99 Amazon parity. Meta ads ~54 (page isolated). Largest IG footprint (466,747).

## 2. Scorecard method

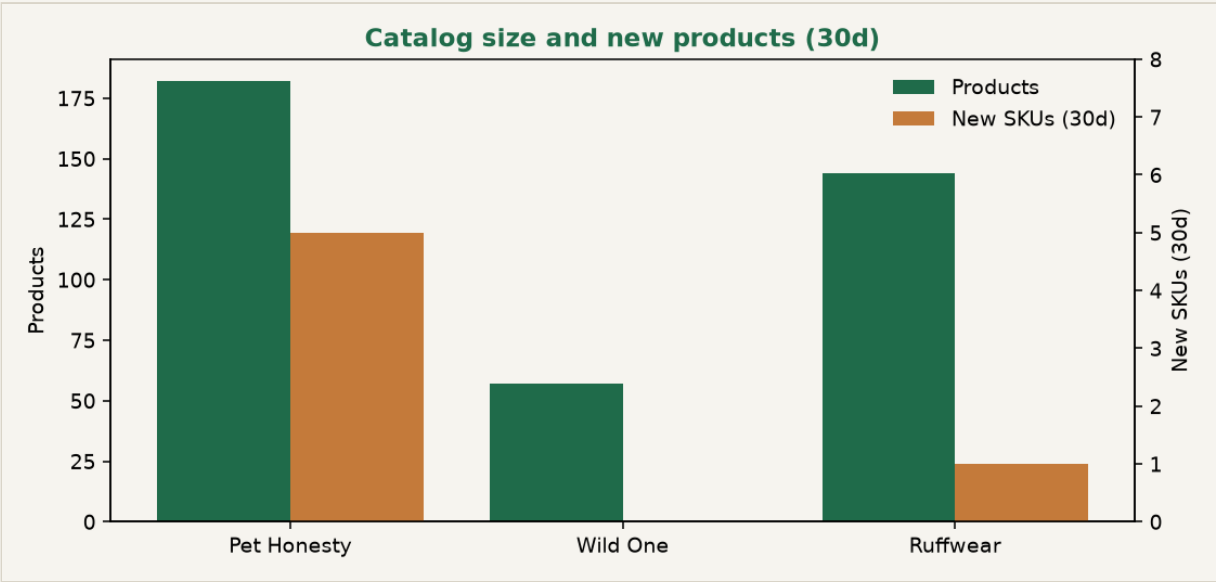
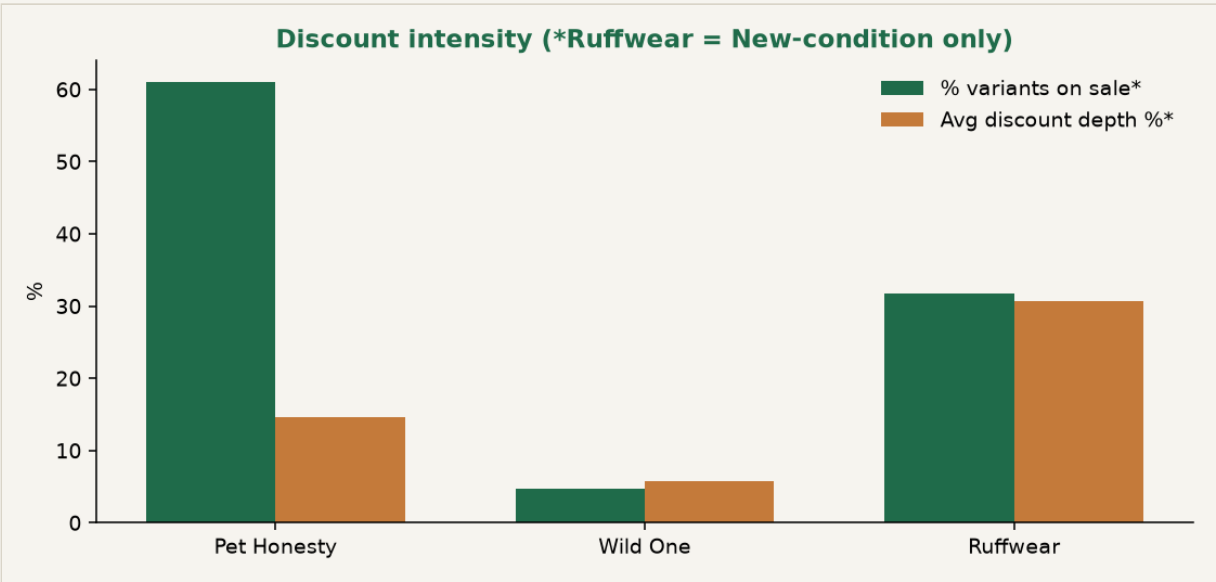
Activity Score (0–100) replaces the v1 binary “Yes” column. Weights are editorial (see Method and limits).

| Component         | Max | Formula input                                                          |
|-------------------|-----|------------------------------------------------------------------------|
| Sale share        | 25  | $\min(25, \text{sale\%} \times 0.25)$                                  |
| Discount depth    | 20  | $\min(20, \text{depth\%} \times 0.5)$                                  |
| New SKUs (30d)    | 20  | $\min(20, \text{count} \times 4)$                                      |
| Retailer undercut | 15  | $\min(15, \text{undercuts} \times 5 + \min(5, \text{mag} \times 0.2))$ |
| Social presence   | 10  | $10 \times \log_{10}(f+1) / \log_{10}(\text{max\_f}+1)$                |
| Active ads        | 10  | $\min(10, \text{ads} \times 0.5)$ ; n/a $\rightarrow$ 0                |

| Component pts     | Pet Honesty | Wild One    | Ruffwear    |
|-------------------|-------------|-------------|-------------|
| Sale share        | 15.25       | 1.17        | 7.95        |
| Discount depth    | 7.29        | 2.91        | 15.34       |
| New SKUs 30d      | 20.0        | 0.0         | 4.0         |
| Retailer undercut | 0.0         | 7.86        | 0.0         |
| Social            | 8.41        | 9.33        | 10.0        |
| Ads               | 10.0        | 0.0         | 10.0        |
| <b>Total</b>      | <b>61.0</b> | <b>21.3</b> | <b>47.3</b> |

From Issue 2: score incorporates  $\Delta$  sale share,  $\Delta$  depth,  $\Delta$  new SKUs,  $\Delta$  followers,  $\Delta$  ads,  $\Delta$  undercuts.

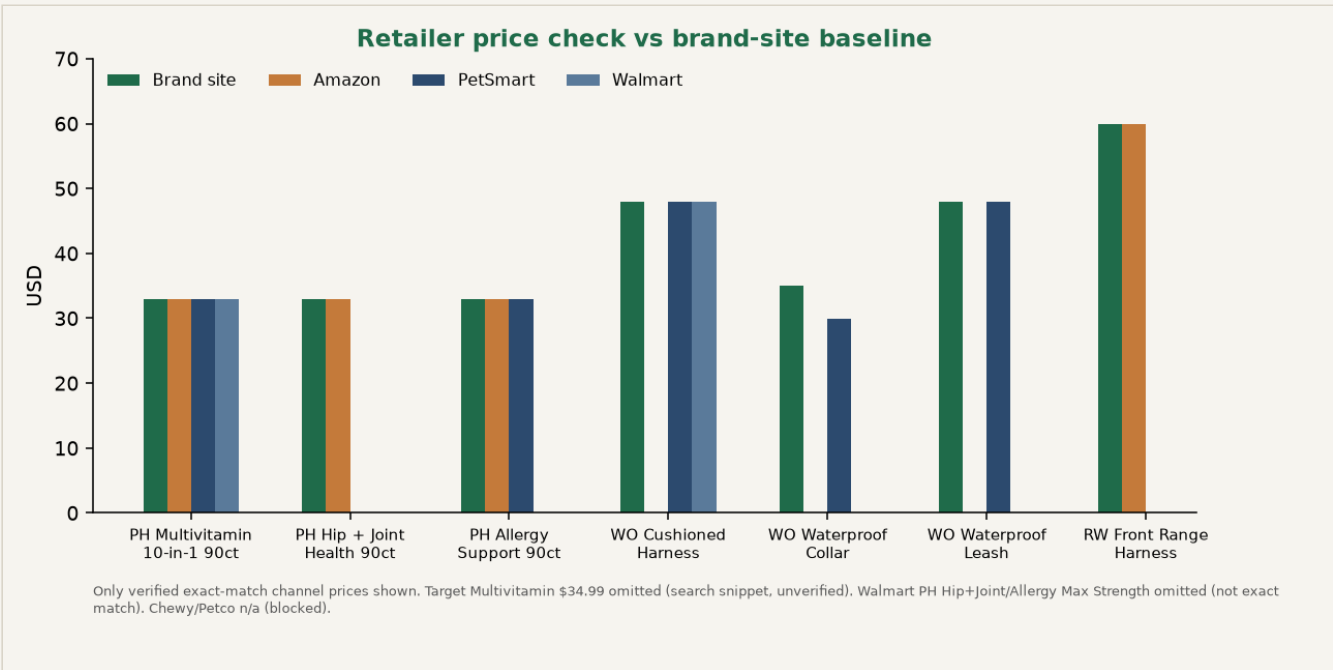
### 3. Catalog and pricing



| Metric    | Pet Honesty        | Wild One | Ruffwear                       |
|-----------|--------------------|----------|--------------------------------|
| Products  | 182                | 57       | 144                            |
| Variants  | 182                | 322      | 3158                           |
| % on sale | 60.99%             | 4.66%    | 74.76% all / <b>31.78% New</b> |
| Avg depth | 14.59%             | 5.82%    | 33.03% all / <b>30.67% New</b> |
| New (30d) | 5 (5/5 hand-check) | 0        | 1                              |
| OOS share | 6.04%              | 44.72%   | 59.85%                         |

Sources: Shopify /products.json · 2026-09-24 10:41 ET. Ruffwear New 1,158 variants; Used 2,000.

## 4. Retailer price check



### Pet Honesty — top 3 (best\_sellers singles)

| Product                   | Brand   | Amazon  | PetSmart | Target   | Chewy         | Petco         | Walmart                      |
|---------------------------|---------|---------|----------|----------|---------------|---------------|------------------------------|
| Multivitamin 10-in-1 90ct | \$32.99 | \$32.99 | \$32.99  | \$34.99‡ | n/a (blocked) | n/a (blocked) | \$32.99\$                    |
| Hip + Joint Health 90ct   | \$32.99 | \$32.99 | n/a      | n/a      | n/a (blocked) | n/a (blocked) | Max Str. \$42.99 (not exact) |
| Allergy Support 90ct      | \$32.99 | \$32.99 | \$32.99  | n/a      | n/a (blocked) | n/a (blocked) | Max Str. \$42.99 (not exact) |

‡search snippet, unverified · \$same 90ct line; Walmart title mentions auto-renew · Max Strength ≠ standard 90ct (not scored as gaps)

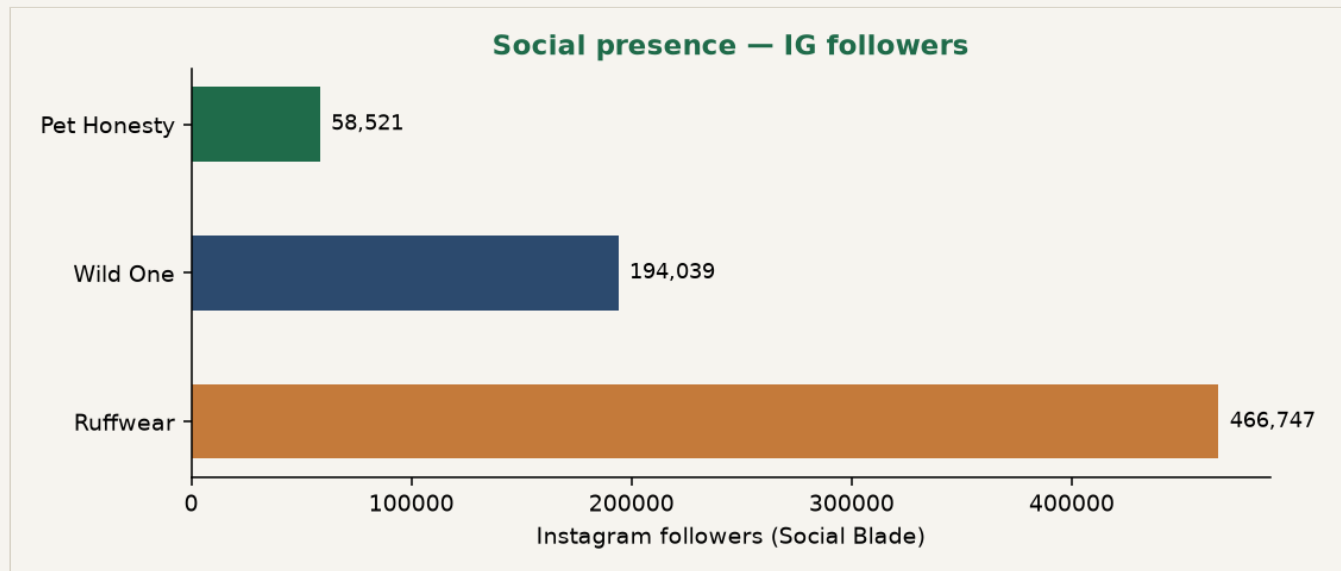
### Wild One — top 3 (highest in-stock walk gear)

| Product           | Brand   | PetSmart          | Walmart        | Chewy / Petco | Other                                  |
|-------------------|---------|-------------------|----------------|---------------|----------------------------------------|
| Cushioned Harness | \$48.00 | \$47.99 (−0.02%)  | \$48.00 parity | n/a (blocked) | Amazon/Target n/a                      |
| Waterproof Collar | \$35.00 | \$29.99 (−14.3%)+ | not listed     | n/a (blocked) | *hand-check confirmed waterproof match |
| Waterproof Leash  | \$48.00 | \$48.00           | not listed     | n/a (blocked) | Amazon unavailable                     |

## Ruffwear — top 3 (flagship New)

| Product             | Brand   | Amazon     | Chewy / Petco        | Walmart / others        |
|---------------------|---------|------------|----------------------|-------------------------|
| Front Range Harness | \$59.99 | \$59.99    | <i>n/a (blocked)</i> | <i>not listed / n/a</i> |
| Hi & Light Harness  | \$49.99 | <i>n/a</i> | <i>n/a (blocked)</i> | <i>price not shown</i>  |
| Front Range Collar  | \$19.99 | <i>n/a</i> | <i>n/a (blocked)</i> | <i>not listed</i>       |

## 5. Reviews and social



| Brand / Product        | Site rating | Site reviews | Amazon rating | Amazon reviews |
|------------------------|-------------|--------------|---------------|----------------|
| PH Multivitamin        | 4.8         | 1,534        | 4.5           | 30,724         |
| PH Hip + Joint         | 4.8         | 798          | 4.4           | ~12,600        |
| PH Allergy Support     | 4.6         | 1,780        | 4.0           | 44,071         |
| WO Cushioned Harness   | 4.5         | 1,208        | <i>n/a</i>    | <i>n/a</i>     |
| RW Front Range Harness | 4.8         | 4,252        | 4.6           | 19,043         |

| Brand       | IG handle   | Followers | Engagement       | 30d Δ      |
|-------------|-------------|-----------|------------------|------------|
| Pet Honesty | @pethonesty | 58,521    | <i>0 (gated)</i> | <i>n/a</i> |
| Wild One    | @wildone    | 194,039   | 0.45%            | <i>n/a</i> |
| Ruffwear    | @ruffwear   | 466,747   | 0.14%            | <i>n/a</i> |

Social Blade public pages · history API UNAUTHORIZED without login · Instagram direct not scraped · 2026-09-24 10:41 ET.

## 6. Ads

| Brand       | Active ads (approx)            | New in last 7d (sample) | Notes                                       |
|-------------|--------------------------------|-------------------------|---------------------------------------------|
| Pet Honesty | ~270                           | 0 of 27                 | Page isolated · keyword search Sep 24, 2026 |
| Ruffwear    | ~54                            | 0 of 21                 | Page isolated · keyword search Sep 24, 2026 |
| Wild One    | <i>n/a (page not isolated)</i> | <i>n/a</i>              | ~1,400 keyword results broad/unreliable     |

Ads component =  $\min(10, \text{ads} \times 0.5)$ , capped at 20 ads → PH and RW both 10 pts; WO 0 (n/a). Meta Ad Library US active · browser-pass 2026-09-24 15:06 ET · source data/\_meta/browser-pass-2026-09-24.json

## 7. What to watch next week

- Pet Honesty new-SKU pace (5/5 held up) and whether \$32.99 MAP band holds.
- Wild One OOS (44.7%) and PetSmart Waterproof Collar \$29.99 undercut.
- Ruffwear New-only sale share vs Used resale mix.
- Re-verify Target Multivitamin \$34.99 (currently search snippet, unverified).
- Unlock Social Blade history (or alternate) for follower  $\Delta$ .

## 8. Method and limits

**Compare-at caveat:** Sale share / depth use Shopify compare\_at\_price > price; stale compare-at values can inflate "on sale."

**Publish-date caveat:** New-in-30d uses created\_at/published\_at; republishes can look new — Pet Honesty's 5 were hand-checked (5/5 held up).

**Score weights are editorial:** 25/20/20/15/10/10 caps are a ShelfWatch sample choice, not an industry standard.

**Timezone:** Source stamps America/Costa\_Rica (UTC-6); report labels **ET** (America/New\_York), converted +2h on 2026-09-24.

- Catalog: Shopify /products.json · raw in data/<brand>/2026-09-24.json
- Retailer: public PDP/search + browser-pass; blocked → n/a (blocked)
- Reviews: JSON-LD aggregateRating / on-page widgets
- Social: Social Blade · Ads: Meta Ad Library browser-pass
- No paid APIs, logins, purchases, or outreach
- Collector: collect.py · rebuild: build\_report.py