

Minnesota



Meet the seller



**Ahmed El Shourbagy &
Ashley Paguyo**

Lucy & Co.
Minneapolis, MN



Scan to visit the
seller's storefront

When it was time to scale their business beyond their four-million strong social following, Ahmed El Shourbagy and his wife Ashley Paguyo turned to paid social media ads for growth. They built their high-quality dog gear and apparel business, Lucy & Co., for their “Dogs of Instagram” community. If their followers loved something, so would other pet parents. It was working, but advertising on social media was expensive and built on impulse buys.

Once they were selling in the Amazon store, they learned there was an entirely different customer to capture: those already searching for the products they sell. “It’s a new way to think,” said Ahmed El Shourbagy. Instead of hooking social media users on something cute to convert a sale on their website, the Lucy & Co. owners are leveraging their brand reputation for high-quality goods and 5-star reviews to turn up in an Amazon search for keywords like “dog leash” or “dog harness.”

“Amazon creates a fair playing field,” El Shourbagy said. “You don’t have to have an enormous ad budget or a big name. If your idea’s good and priced well, it will succeed.”

Now that they’re selling in Amazon’s store, El Shourbagy and Paguyo are leveraging the tools Amazon provides to help them grow and scale. As El Shourbagy said, “With the insights Amazon provides, we’re learning a lot about what things people are actually looking for and why people actually buy our product.”

This access to customer insights has allowed them to tap into a new customer base, including not only their existing social media followers, but also new pet parents and those looking for upgraded gear. Unlike the customers they were acquiring through social media ads, these Amazon customers have a high intent to purchase.

In the past year and a half, Amazon has become one of Lucy & Co.’s primary growth channels and a core part of their overall strategy. As the couple recognizes, “just as social algorithms change, small businesses like their own need to continually look at how their customers like to shop, and where.”

Independent Sellers

5,500

There are more than 5,500 independent sellers in Minnesota selling in Amazon’s store.

Average Annual Sales

\$270,000

In Minnesota, average annual sales per independent seller was more than \$270,000.

Items Sold

50 million

Independent sellers in Minnesota sold more than 50 million items in 2023.

