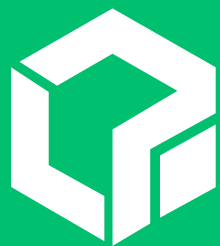


GLOBAL PARTS INC.

A Case Study In Ecommerce PPC



LOGICAL
P O S I T I O N



GLOBAL PARTS INC.

Global Parts, Inc. is a supplier of repair parts, maintenance items and accessories for the heavy duty truck and trailer industry. They specialize in brake, suspension, cargo control, lighting, electrical, exhaust, filtration and body parts for all makes of over-the road trailers and trucks. They also offer a full line of safety related items, shop tools & supplies, as well as a complete line of chrome accessories

Global Parts Inc. had been running it's PPC campaigns in-house and utilizing marketplaces such as Amazon and eBay for seven years before sales plateaued and return on ad spend slowed to .03X in Google Shopping.

Since partnering with Logical Position, return on ad spend has risen to 6X on average and total spend has been decreased by 47%.

6x

Return on Ad Spend



✂️ \$ Cost-per-conversion ↓ 82%

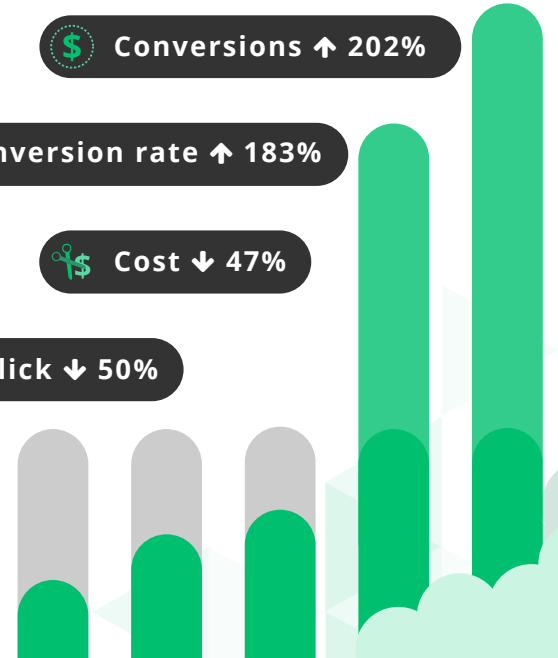
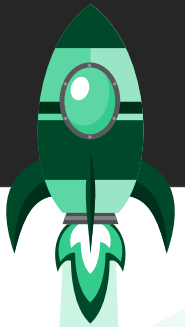
✂️ \$ Cost-per-click ↓ 50%

✂️ \$ Cost ↓ 47%

📱 Conversion rate ↑ 183%

💰 Conversions ↑ 202%

💰 Return on ad spend ↑ 261%



Data shows 9/19/15-10/3/16 vs 10/4/16-10/19/17