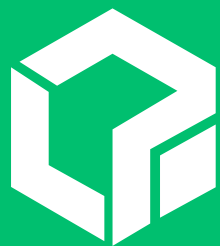


# PENN TOOL CO.

A Case Study In Ecommerce PPC



LOGICAL  
POSITION



## PENN TOOL CO.

Back in 1968 Penn Tool Co. was just a small hardware store on Market Street in Newark NJ. As the metalworking industry slowly left the area, the company started specializing in precision measuring instruments for the metalworking community.

The business was struggling and following a website redesign, traditional marketing methods were proving to be an inefficient use of funds. The partnership with Logical Position arose after ceasing all digital marketing efforts in December 2016, and orders decreased.

Without increasing spend, Penn Tool Co.'s account saw a drastic improvement in several areas.

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Each month since I started with Logical Position got better and better. Within six months we were breaking records with online orders and daily sales over the phone. I can't thank Logical Position enough as they really shown us the way in this digital age and what we have to do to be successful with online marketing.

**-Michael Elson**

Vice President of Penn Tool Co.

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13.6x

Return on Ad Spend



ROAS ↑ 270%

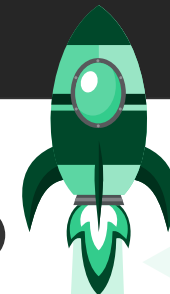
Conversions ↑ 196%

Clicks ↑ 73%

Conversion rate ↑ 71%

Cost-per-click ↓ 42%

Cost-per-conversion ↓ 65%



Data shows 4/30/16-1/30/17 vs 1/31/17-11/3/17