

AUTOMOTIVE EQUIPMENT SPECIALISTS

A Case Study In Google Shopping



LOGICAL
P O S I T I O N



AUTOMOTIVE EQUIPMENT SPECIALISTS

After twenty years working in the industry, Mario Sorrentino founded Automotive Equipment Specialists in January of 2016; servicing repair shops, dealerships and body shops around the country. Using and nurturing his relationships with manufactures, his business has grown to be one of the largest equipment dealers in the country.

GOALS

After trying his hand with eBay and Connexity, he turned his attention to pay-per-click advertising. Managing his own account proved difficult and he came to Logical Position to improve his traffic relevance, accuracy and his ability to track results.

Income demographic targeting was implemented to determine campaign behavior and performance between earning levels, which allowed for bidding more or less aggressively for each income bracket.

APPROACH

Campaigns were segmented by product category and value. Historical data identified top performers and daily budgets and bid limits were prioritized for those products.

A dynamic product feed consisting of product descriptions, categories, pricing, and other relevant information was used to automatically update inventory levels and import new products. New products were imported automatically to a temporary general campaign until it was properly allocated.

“

I haven't come across a company in the last 10 years with Logical Position's level of service.

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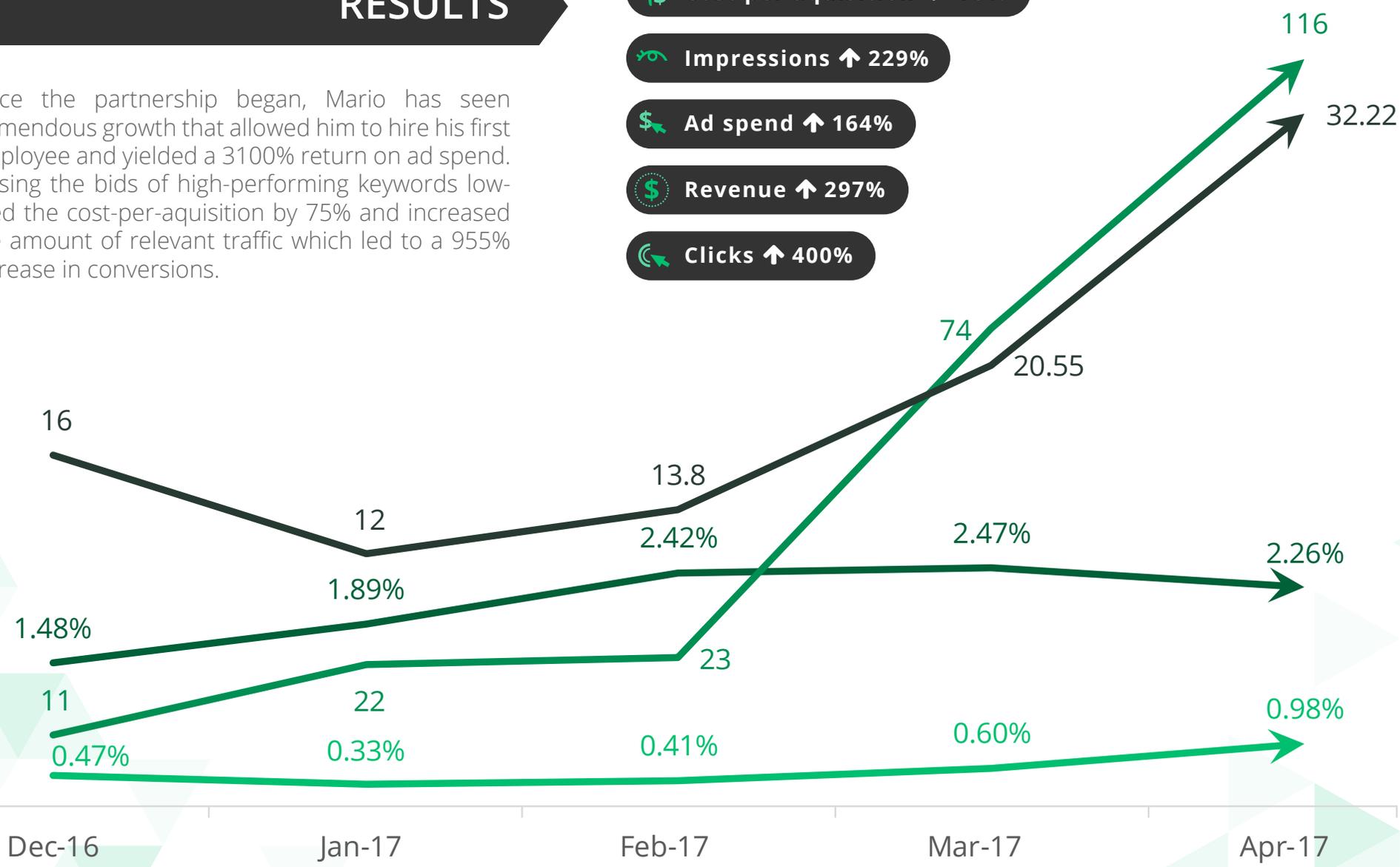
-Mario Sorrentino

Owner of Automotive Equipment Specialists

RESULTS

Since the partnership began, Mario has seen tremendous growth that allowed him to hire his first employee and yielded a 3100% return on ad spend. Raising the bids of high-performing keywords lowered the cost-per-aquisition by 75% and increased the amount of relevant traffic which led to a 955% increase in conversions.

- ✂️ **Cost per aquisition ↓ 75%**
- 👁️ **Impressions ↑ 229%**
- 💰 **Ad spend ↑ 164%**
- 📈 **Revenue ↑ 297%**
- 👉 **Clicks ↑ 400%**



— Return on Ad Spend ↑ 97%
— Click Through Rate ↑ 53%
— Conversions ↑ 955%
— Conversion Rate ↑ 109%