



# AUTOMOTIVE EQUIPMENT SPECIALISTS

Automotive Equipment Specialists (AES) sells lift kits and auto body parts to repair shops and dealerships around the country. Founded by Mario Sorrentino after twenty years in the industry, AES grew with Logical Position to become one of the largest auto equipment dealers in the country.



## 59%

Increase in Clicks



## 56%

Increase in Conversions



## 132%

Increase in Revenue



## 49%

Increase in ROAS



## 4%

Decrease in Average CPC

## GOALS

After struggling to manage his own account, Mario came to Logical Position to improve the volume and quality of his site traffic with targeted Google Shopping and Search campaigns. To accomplish this goal, he also needed Logical Position to implement more advanced conversion tracking to measure results and adjust campaigns accordingly.

## APPROACH

Campaigns were segmented by product category and value to allow for maximum control over performance. Historical data was used to identify top performing products and set daily budgets and bid limits accordingly. A dynamic product feed consisting of product descriptions, categories, pricing, and other relevant information was used to automatically update inventory levels and automatically import new products.

## RESULTS

Comparing the first half of account lifetime performance to that of the second half, AES has continually increased Ad Spend in response to rising revenue, ROAS, conversions, and clicks.

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

**- Mario Sorrentino**

Owner of Automotive Equipment Specialists