



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 brakes, suspension systems, cargo control, and other parts for all makes of over-the-road trucks and trailers. They also offer a full line of safety related items, shop tools & supplies, as well as a complete line of chrome accessories.



50%

Decrease in Cost-Per-Click



82%

Decrease in Cost-Per-Conversion



47%

Decrease in Cost

GOALS

Global Parts had been running its own paid search campaigns in-house for several years before sales plateaued and Google Shopping return on ad spend fell to .03x. The company aimed to increase its return above a 1x and drive down wasted costs.

APPROACH

Logical Position built out a wide range of Shopping campaigns for Global Parts. By segmenting campaigns into individual product categories, LP was able to easily determine the relative value of each category to Global Parts' growth and optimize accordingly. Within campaigns, ad groups were segmented into individual products. This structure allowed LP to optimize at the most granular level possible.

RESULTS

Since partnering with Logical Position, Global Parts has seen a 6x Return on Ad Spend and lower costs. At the same time that conversions have risen by 202%, overall cost, cost-per-click, and cost-per-conversion have all fallen.

RESULTS

261%

Increase in ROAS

183%

Increase in Conversion Rate

202%

Increase in Conversions

