



# AMOLS'

Based in San Antonio, Texas, Amols' has been selling party supplies since 1949. Before partnering with Logical Position, the company had struggled to expand its online sales through paid search. After disappointments with other agencies and difficulties running their campaigns in-house, Amols' began working with us in 2015. In just one month, the company's online sales reached record highs.



## 80%

Increase in Return-On-Ad-Spend



## 22%

Decrease in Cost-Per-Click



## 263%

Increase in Shopping Revenue



Total Revenue Increased 131%



CTR Increased 16%



Page Position Increased 15%

## GOALS

Since Amols' had such poor past results with paid search, they were eager to simply see more overall success in their campaigns. In terms of campaign metrics, they were particularly interested in increasing their return-on-ad-spend (ROAS) as well as their revenue from shopping campaigns.

## RESULTS

During Logical Position's first full month of management, Amols' revenue from paid search rose by 131% even though they increased their ad spend by only 28%. During the same period, the company paid 22% less for ad clicks while their ROAS grew from 3.15x to 5.68x.



*Logical Position has really been able to push my organization to new levels. Based on my experience with previous agencies, I did not think paid search had the potential to grow the way it has under LP's direction. My account team there consistently goes above and beyond in helping me develop strategy for areas they don't even manage. It has been a great partnership for my business.*

**- Jeffrey Weiss**

Owner, Amols'

