

CASE STUDY

GOOGLE ADS

How We Boosted Sales by 150% for
this premier car auto parts provider
with Google Ads

Premium Automobile Parts Seller



OVERVIEW



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A premium automobile parts seller specializing in BMW, Audi, and other luxury segment cars faced the challenge of generating more sales with higher sales value while maintaining a low cost per conversion. With a budget of \$1,000 per month, the goal was to increase sales without breaking the bank. Over the course of 1 year and 1 month, targeting the United States market, we implemented a strategic Google Ads campaign to drive results.



ABOUT THE CLIENT

The client is a leading seller of premium automobile parts, specializing in BMW, Audi, and other luxury brands. Known for their extensive selection of high-quality parts and exceptional customer service, they cater to car enthusiasts and professionals, ensuring top-tier products for enhancing vehicle performance and longevity.



PROBLEM STATEMENT

The business needed to generate more sales and increase sales value while keeping the cost per conversion low.

GOALS

Their goal was to increase the number of qualified leads to grow their business while minimizing the cost per lead (CPL).



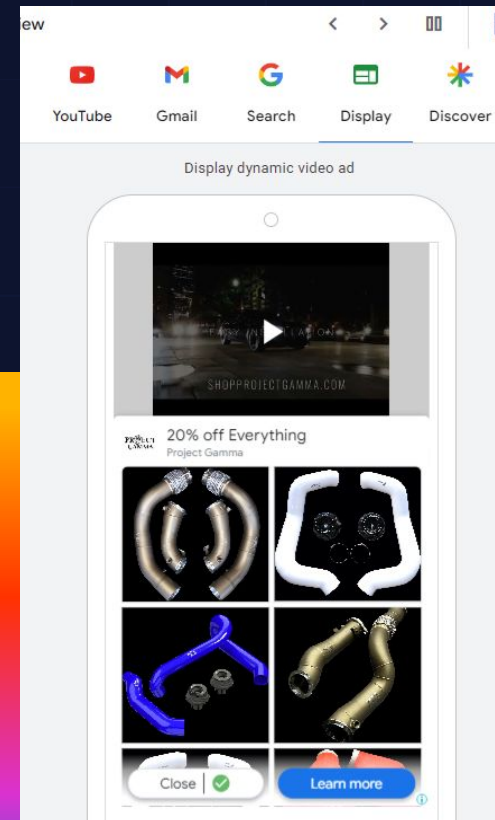
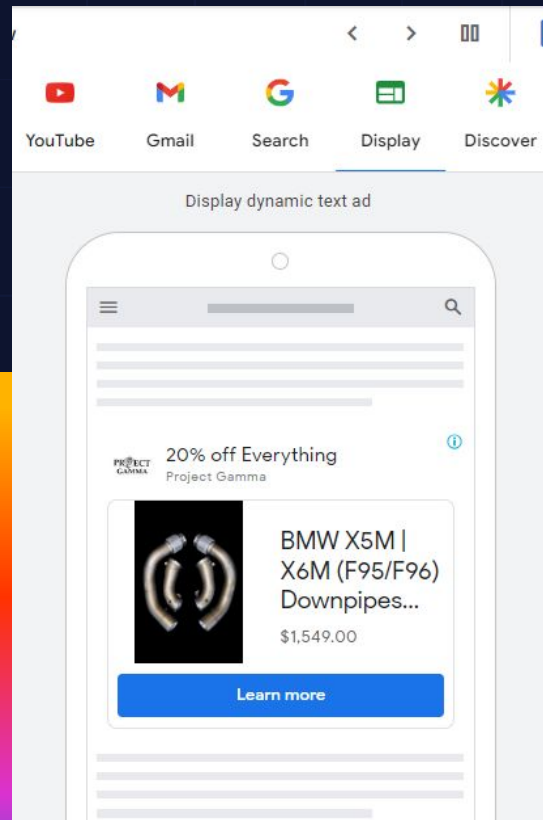


STRATEGY

We created targeted Google Ads campaigns with the right keywords and audience targeting to drive quality leads at a lower cost per lead. Initially, we launched new Performance Max and search campaigns, which improved sales figures but had a higher CPL. We optimized the campaigns, reducing the CPL, resulting in over \$43,000 in sales.

BEST PERFORMING ADS

The best-performing ad had high engagement, featuring calls to action like "Call." It was optimized for visibility and engagement, significantly contributing to overall lead generation.

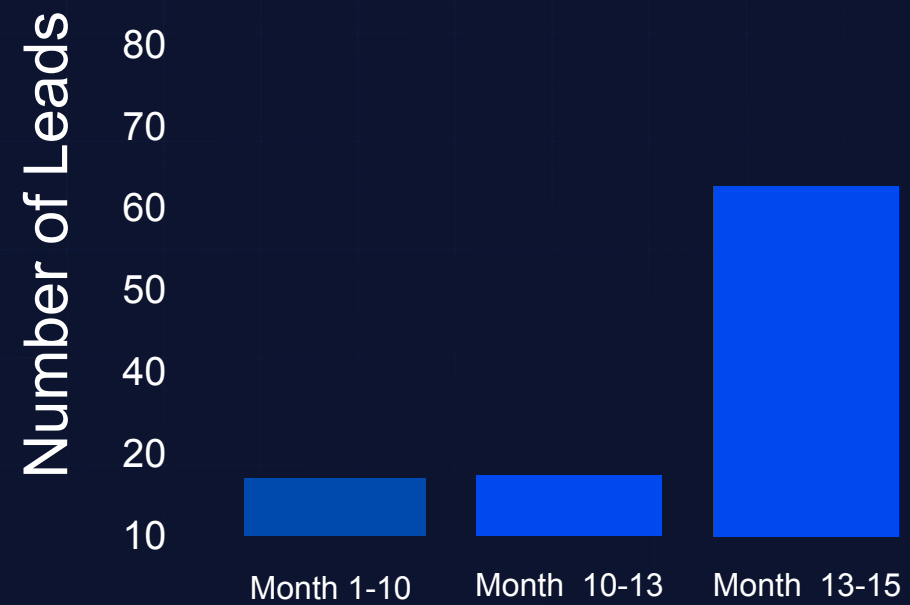


DETAILED RESULTS

We achieved a Click-Through Rate (CTR) of 0.50% and a Cost Per Click (CPC) of \$0.20. The total cost of the campaigns amounted to \$13,995, resulting in a conversion value of \$73,306. We generated a total of 78 leads. The Cost Per Lead (CPL) varied across the campaign phases: \$677 for months 1-10, \$1,812 for months 10-13, and \$38 for months 13-15.

FINAL OUTCOME

Through strategic optimization and continuous monitoring, we significantly increased sales and reduced the cost per conversion. Implementing automated bidding strategies and integrating client feedback, we achieved a sales value of \$73,306 with a spend of just \$1,702 in the final three months.



Budget: \$1,000 Per Month
Location: United States

CONCLUSION

This case study is a testament to the power of well-executed Google Ads campaigns. With a 733% return on investment, our tailored approach not only met but exceeded the client's expectations, proving that strategic marketing and precise optimization can drive remarkable business growth.

