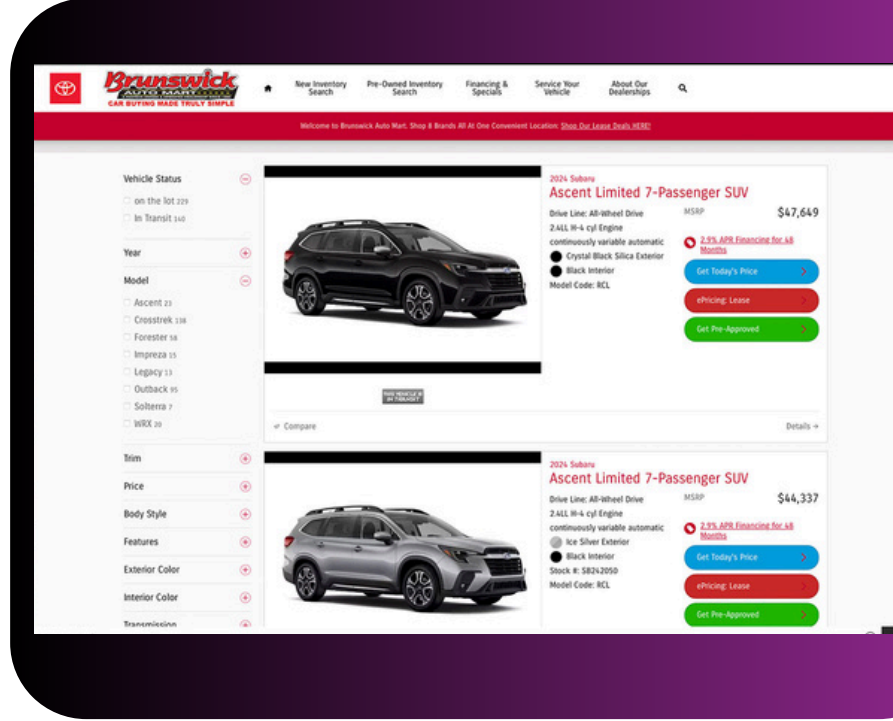




BRUNSWICK AUTO MART

Revvng Up Sales:

How We Skyrocketed Growth with Paid Search Marketing for Brunswick Auto Mart



AT A GLANCE

Challenges

- Brand reputation management
- Meeting OEM dealer quotas
- Website usability issues
- Leaking sales funnel
- Limited brand recognition competing with giants like eBay, RockAuto, and Amazon with extensive marketing resources

Benefits

- Increased purchases by 2,621.53%.
- Increased purchase value by 6,126.74%.
- Achieved a return on ad spend (ROAS) of \$15 for every dollar spent.
- Drove \$15,018,712 in conversion value.



Nate

[BAMWholesaleParts.com](https://www.BAMWholesaleParts.com)

OBJECTIVES

- Increase online purchases
- Boost purchase value
- Achieve a high return on ad spend (ROAS)
- Drive significant conversion value from media spend

SOLUTIONS

- Paid search campaign marketing thousands of product SKUs, and tens of thousands of keywords all with a return on ad spend of 15X equating millions of dollars in sales.
- Over a 2,000% increase in purchase value from our managed campaigns.
- Keyword optimization targeting high-intent terms, allocating budget to favor sales, while also nurturing early stage.
- Ongoing margin analysis prioritized high-margin products.
- Dynamic remarketing captured abandoned cart sales.
- Our managed campaigns boosted product visibility, sales, and ROI.

STRATEGY

Attract the Right Visitors

Targeted high-intent search terms, minimizing wasted ad spend, increasing sales and lowering cost per acquisition.

Prioritizing Budget Allocation

Prioritized products with based on various business metrics enhancing engagement, improving spend efficiency and maximizing ROI using downstream metrics.

Bring Customers Back

Recaptured abandoned cart sales, boosting revenue and increasing brand loyalty.

Relentless focus on ROI

Increased product visibility, sales, and ROI.