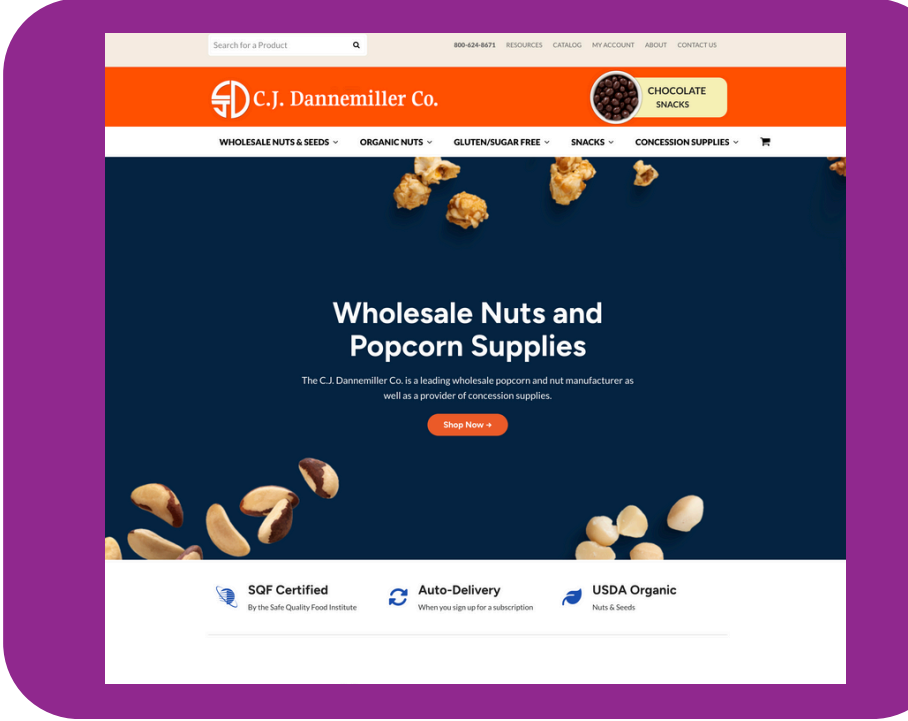




CJ DANNEMILLER

Revving Up Sales:

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



AT A GLANCE

Challenges

- Managing thousands of SKUs and keywords.
- Allocating ad spend for immediate and long-term growth.
- Prioritizing high-margin products.
- Recovering lost revenue from abandoned carts.
- Competing with major eCommerce brands.

Results

- **15X ROAS** – \$1 spent generated \$15.
- **2,000%+** Purchase Value Increase.
- For every dollar spent, CJD made \$18 in revenue.
- Stronger Product Visibility & Brand Growth.
- Recurring purchases from return shoppers.

OBJECTIVES

- Increase purchases via paid search.
- Boost purchase value with optimized targeting.
- Maximize ROAS through ongoing refinements.
- Drive high conversion value from media spend.

SOLUTIONS

- Keyword Optimization – Focused on high-intent terms.
- Margin Analysis – Promoted high-profit products.
- Dynamic Remarketing – Recovered abandoned carts.
- ROI-Focused Strategy – Continuous testing and refinements.

STRATEGY

Meet Customers Where they Are

Deployed a mix of search, shopping, and display campaigns to maximize reach and intent-driven conversions.

Never Skimp on Regular Optimization

Continuously adjusted bids, ad creatives, and targeting based on performance data.

Bring Customers Back

Implemented dynamic remarketing to re-engage past visitors and recover abandoned cart sales.

Relentless focus on ROI

Prioritized spend on high-margin products and best-performing keywords.

Target Properly

Utilized customer behavior insights to target specific segments more effectively.

