

# Conquering the Power Generator Online Commercialization Industry



We got a call from the marketing team of a business that specializes in selling emergency backup power generators and associated equipment. They needed to increase website traffic and sales coming from their pay-per-click efforts to hit their revenue goals.

## HOW WE DID IT

✔ We broke through the sales glass-ceiling and increased their revenue by 42%. Later, we began phase two of our program: now that we have been able to increase traffic and revenue, we need to bring the focus back to Return on Ad Spend. Once again, our team gathered together to create a digital marketing strategy to increase our client's ROAS and came out with the following plan to action:

- Changing our last-click attribution model to attribute data properly and identify all potential customers correctly
- Testing different automated bidding strategies to generate phone leads, account sign-ups, and online transactions
- Using ad customizers, if functions, and new ad variations
- Using remarketing lists for search ads (RLSA) on both search and shopping campaigns
- Upgrading their current tracking tool
- Splitting the accounts into more specific target audiences based on geo-targeting, devices and times of the day

## THE RESULTS

In five months we were able to:

⬇ **Conversions** increased by 458%

⬇ **Cost per conversions** decreased by 75%

⬇ **Conversion rate** increased by 424%

⬇ **Calls** increased by 24%