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Case Study: Google Shopping Ads

WITHOUT INCREASING THEIR MARKETING BUDGET, HEDGES & COMPANY WAS ABLE TO HELP AN AFTERMARKET ECOMMERCE PARTS RETAILER IDENTIFY BETTER WAYS TO MAXIMIZE ITS PAID SEARCH BUDGET. THE RESULTS WERE A 200% INCREASE IN SALES, 52% LOWER COST PER CONVERSION AND IMPROVED ROI.

The Challenge

An established aftermarket e-commerce parts retailer came to Hedges & Company for help increasing overall sales but did not want to increase their online marketing budget.

Our Approach

Hedges & Company conducted an analysis of the client's marketing and found they were not running any Google Shopping Ads because they had not worked in the past. We determined the most cost-effective solution was to make several optimizations to the Merchant Center feed using the client's product data from their site. Using our specialized knowledge of the automotive and truck market, we were able to create custom PLA feeds specific to their products while making sure they met Google Merchant Center specifications. They saw amazing results in the first month.

End Results

- Revenue increased by 207% in just one month!
- Cost per conversion dropped 52%.
- Marketing budget was spent more efficiently.
- ROI improved.

Hedges & Company is a full service digital marketing agency serving the automotive aftermarket, motorsports and powersports industries. We specialize in Internet marketing, market research, analytics and data. We are a Google Partner Agency and members of MRA, AAIA, Auto Care Association and SEMA.