ECOMMERCE / AUTO ACCESSORIES

Nearly twice as many conversions in one year

Advertising and measurement for a major auto accessories retailer.

~2x	-30%	1 year
more conversions	cost per conversion	measurement period

Context & objective

A major auto accessories retailer received orders through its online checkout and by phone. Both customer journeys were included when evaluating advertising performance.

OBJECTIVE

Increase conversions and reduce acquisition costs.

TOOLS

Search advertising / Ecommerce tracking / Google Measurement Protocol

What the team did

01 Expand advertising coverage

Added advertising formats and broadened the range of products promoted.

02 Connect measurement to deal value

Implemented ecommerce tracking and sent the value of closed phone-generated deals through Google Measurement Protocol.

03 Manage campaigns consistently

Managed and refined campaigns on an ongoing basis throughout the year.

RESULT

More conversions, with a lower cost per conversion.

Conversions nearly doubled over the year while cost per conversion fell by 30%. Tracking phone-generated deals complemented online checkout data.

Cost per conversion: relative comparison



A conversion in this case means an online checkout purchase or a phone call.