

# CHANNEL OPTIMIZATIONS RESULTED IN A 157% INCREASE IN REVENUE AT A 147% HIGHER RETURN FOR AUTOMOTIVE B2C ECOMMERCE COMPANY

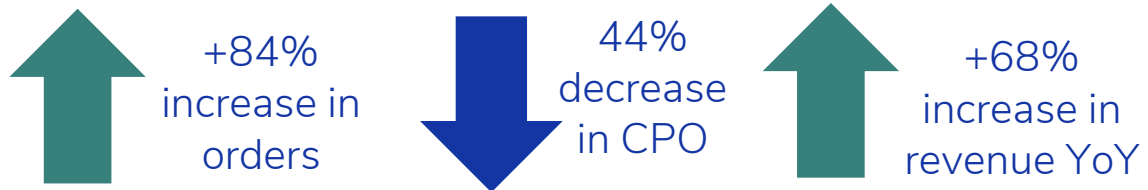
## Business Challenges

- Needed to scale revenue at efficient cost levels with no additional budget
- Account is heavily affected by seasonality in Q1 though client needed to hit 4x return goals in March

## (un)Common Approach to PPC

- Shifted budget to top performing areas within Google and Bing and paused lower revenue driving areas
- Utilized top selling products to drive higher value order volume in account in separate campaigns to better control budget and revenue

## (un)Common Results



Revenue & Return MoM

