



CASE STUDY



How Did JDM Parts Shops Group Boost ROI by 11.87x



01 About



This group started off as a local shop that was importing Japanese auto parts and selling them on the secondary market. They originally had a lot of success in Canada, before branching into the United States and buying several more shops. This was all done with a minimal online presence and no advertisement through the big social platforms.

02 Challenge



Faced with the challenge of driving traffic and boosting sales to their online store in the US, we needed to ensure that their investment paid off, all while working within the constraints of an initially limited budget.

03 Solution



Creating Codename: Nagano

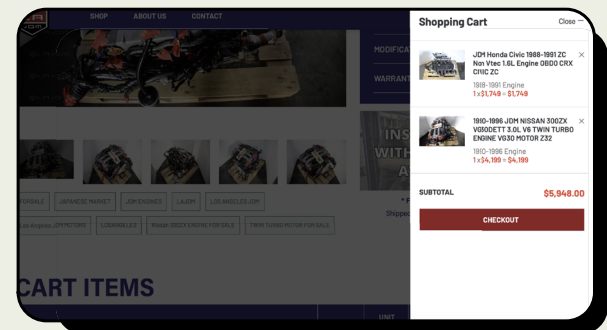
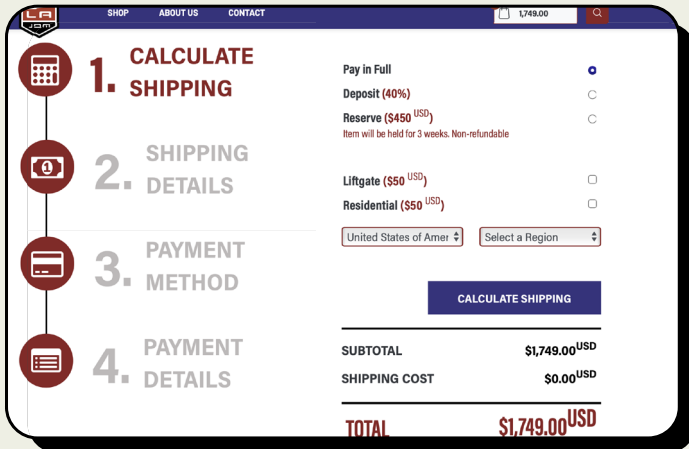
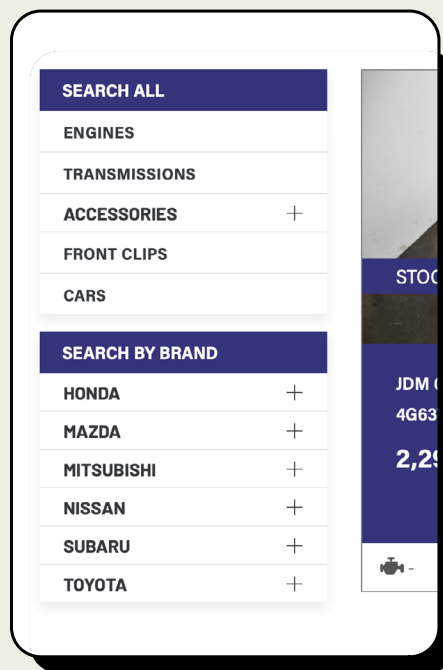
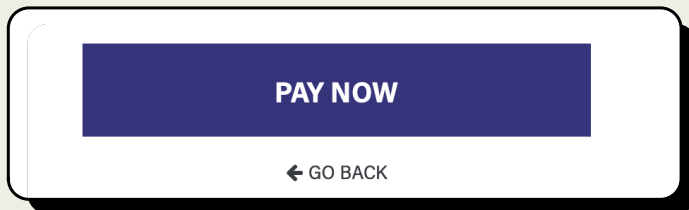
The solution was to create an inventory management solution called Codename: Nagano that got this client off an older and antiquated system that was preventing online conversions, increasing their labor costs, and denying proper tracking.



Optimizing campaigns

Once this was implemented, we collected data over time and optimized campaigns on repeat.

03 Solution

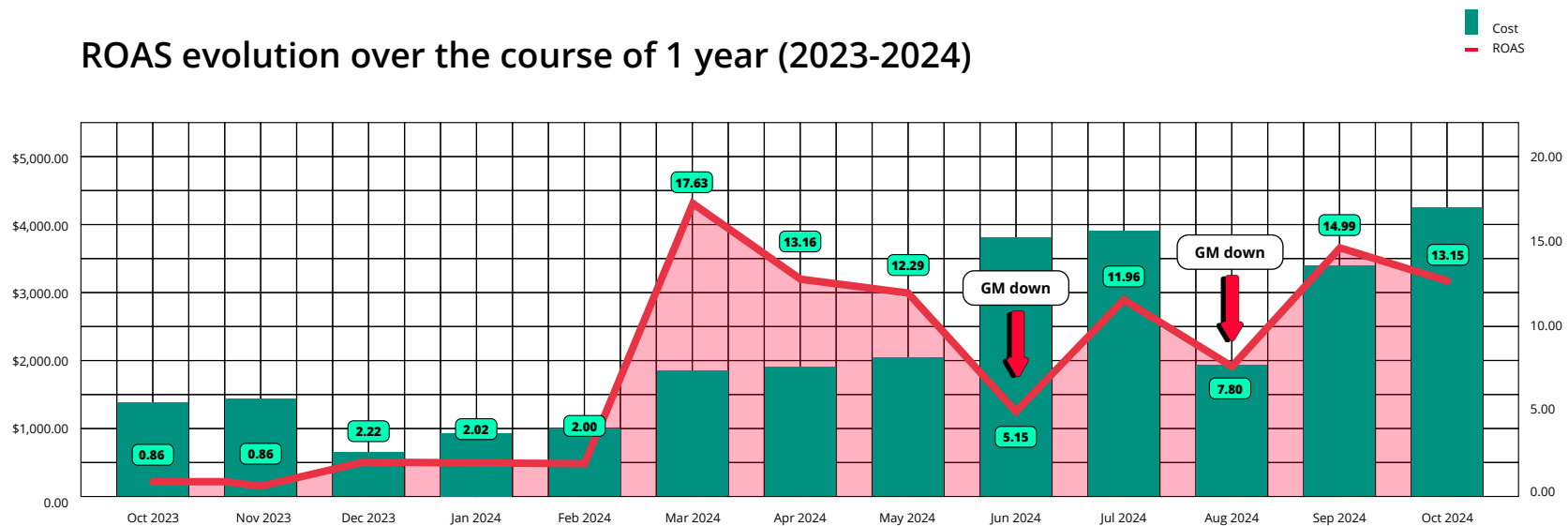


04 Results



We increased and stabilized revenue year-round, which led to the acquisition of new clients and additional mandates for other shops. Over the past 12 months, the average ROI was 11.87x, and the average ROAS was 18.78.

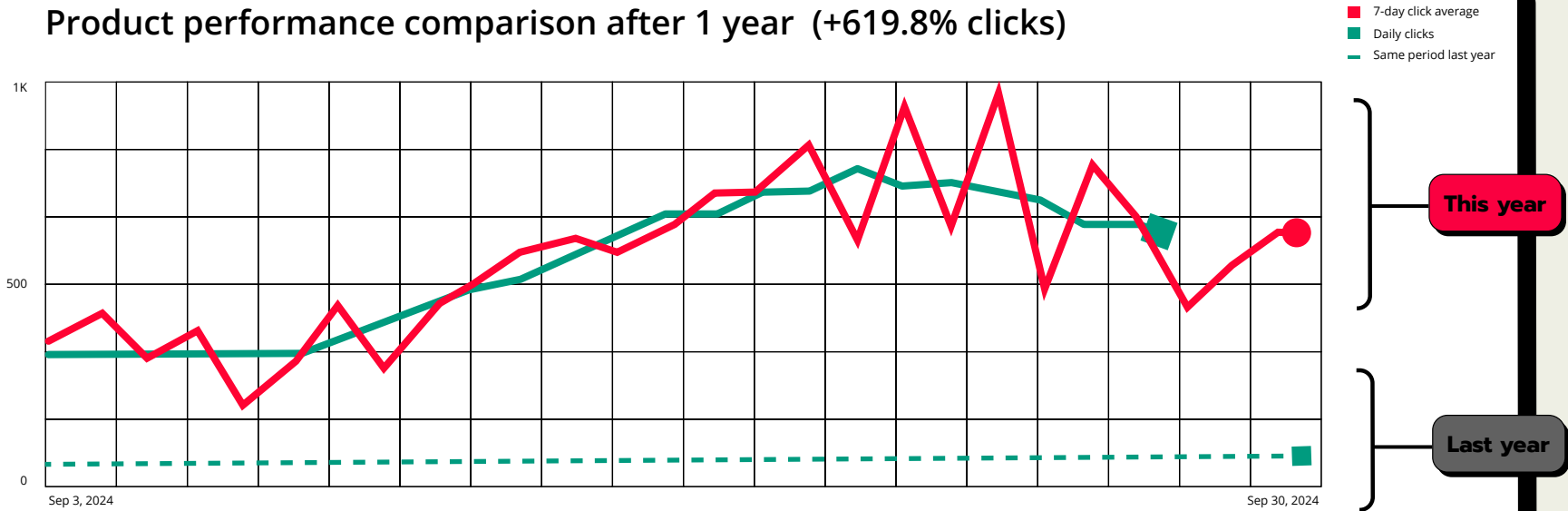
ROAS evolution over the course of 1 year (2023-2024)



04 Results



Product performance comparison after 1 year (+619.8% clicks)



04 Results



Cost VS conversion value

Campaign	Interaction rate	Avg. cost	Cost			Conv. value					
				Bid strategy type	Clicks	Conv. rate	Conv. value / cost	Conversions	Avg. CPC	Cost / Conv.	
Sept 2024 - DM - PMAX - Test -	1.61%	\$0.14	\$1,076.43	Maximize conversion value	7,769	0.64%	84,885.36	70.06	49.40	\$0.14	\$21.79
Sept 2024 - Dm - Trf to web	7.74%	\$0.91		Maximize conversion value (Target ROAS)	712	16.69%		157.48	118.81	\$0.91	\$5.46
			\$649.13				102,222.33				

04 Results



- ✓ An **average ROI of 11.87x** in the past 12 months
- ✓ An **average ROAS of 18.78** (18:1 ROAS) in the past 12 months
- ✓ **+ 619.8%** increase in clicks compared to the previous year



BRIDGING THE GAP BETWEEN MARKETING AND TECH

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