



CASE STUDY - LA JDM



11.47* ROI
Through PPC

01 THE CLIENT

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 THE CHALLENGE

The LA JDM team was very good at **installation, service, and customer support** but was having trouble expanding their online presence and capitalizing on their **website sales**.

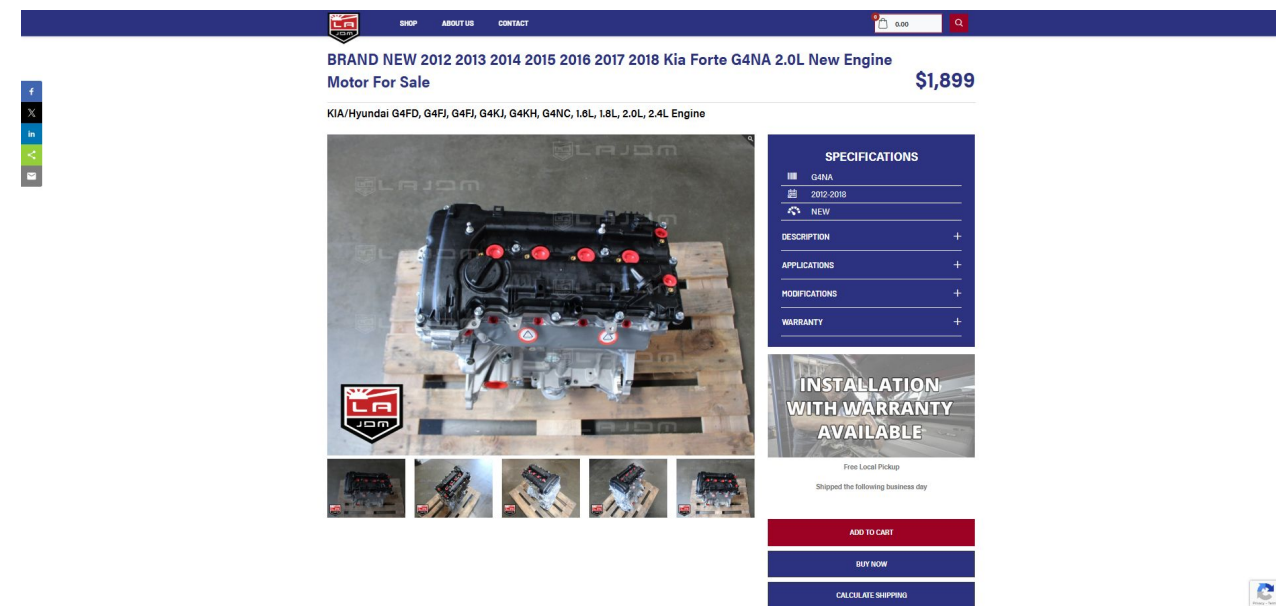
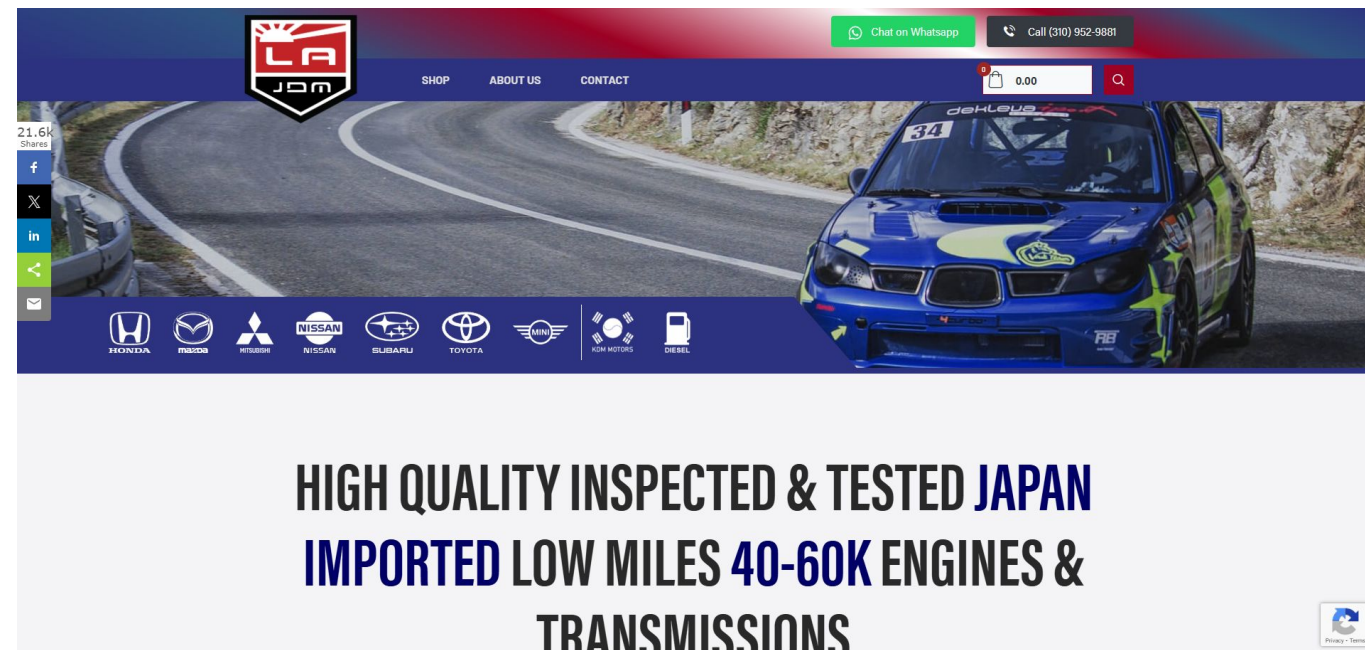
The result was an outdated website and ads but great customer service.



03 THE SOLUTION

The solution was to create an inventory management solution called **Codename: Nagano** that got this client off an older and antiquated system. This **increased online conversions**, **decreased their labor costs**, and ensured proper cross-funnel tracking.

With a custom online ordering experience in place, we then **optimized tracking** and connected their product feed through **Google Merchant Center** for stronger optimization and better shopping ad performance.



04 THE RESULTS

- **11.87x Return on Investment (ROI)**
We increased and stabilized revenue year-round, which led to the acquisition of new clients and additional mandates.
- **734% Increase in clicks**
- **70% Decrease in Cost per Conversion (QoQ)**
More accurate tracking and optimization significantly reduced acquisition costs.
- **+53.16% Increase in Engagement Rate (Q1-Q3 2024)**
Audience and creative refinements strengthened platform signals and user interaction.
- **Real-Time Performance Dashboard Implemented**
Provided ongoing visibility into performance and supported faster, data-driven decisions.



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