



Penn Tool Co. rebuilds sales with AdWords.

Google Partner Logical Position uses targeted AdWords campaigns to energize metalworking tooling and machinery distributor Penn Tool Co.'s online sales to traditional customers.



 **282%**
higher ROAS

 **204%**
more conversions from AdWords

 **72%**
more clicks

Goals

- Drive return on ad spend (ROAS) above 5X.
- Capitalize on AdWords traffic leading to increased conversions and cross-channel revenue: reach in-market customers with display campaigns and use remarketing to target users who interact with the online shopping cart or perform a site search without buying.

"In months, we were breaking records with online orders and daily phone sales."

-Michael Elson, Vice President, Penn Tool Co.

Results

- Logical Position increased Penn Tool Co.'s ROAS by 13.8X in nine months with just a 2% increase in overall ad spend.
- Clicks to Penn Tool Co.'s website increased by 72% in the same period.
- Leverage display campaigns, remarketing, and micro and assist conversions to increase conversions by 204%, while decreasing cost-per-click by 41% and cost per conversion by 66%; overall, Penn Tool Co.'s conversion rate increased by 77%, from 0.66% to 1.17%.