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.

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.

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%.

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

-Michael Elson, Vice President, Penn Tool Co.