



CANADIAN BRASS STORE

Canadian Brass Store (CBS) grew out of strong public demand for music arrangements written by Canadian Brass, one of the world's most popular brass ensembles. Having since grown into a full-blown ecommerce store, CBS sells a variety of products to brass musicians across the globe. Because of their desire to see revenue growth, CBS selected Logical Position to manage their PPC campaigns and have since seen an increase in ad effectiveness complemented by a decrease in overall budget.



231%

Increase in Return-On-Ad-Spend



37%

Increase in Conversion Rate



46%

Decrease in Cost

GOALS

Believing they could capture more business on the Google and Bing advertising platforms, CBS entrusted Logical Position with promoting their products online. CBS asked Logical Position to make budget efficiency a priority since that was something they struggled with. In addition, CBS wanted to see remarketing ads utilized to further push conversions. To satisfy these requests, Logical Position implemented a highly segmented account structure to clean up performance data and focused advertising efforts on high-converting products with wide profit margins.



Logical Position has given us solid guidance while handling our Google Ads account. It has been great having them at the controls so we have one less thing to focus on while running our business.



- Mike Jipson

Canadian Brass Marketing Director

RESULTS

Logical Position increased the number of purchases made on CBS's website while decreasing overall ad spend. With return on ad spend (ROAS) growing 231% year-over-year, CBS's ad spend efficiency showed a vast improvement from 2017's results. The 46% decrease in ad budget (cost), coupled with the 37% increase in conversions, showcases Logical Position's ability to bring in the right traffic at the right time.