



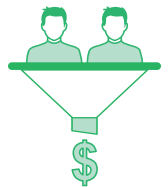
COOL-JAMS

Cool-jams is an e-commerce retailer that specializes in moisture-wicking sleepwear, bedding, and cooling pajamas. Their products help consumers solve sleep issues related to temperature regulation. Cool-jams started working with Logical Position in 2018 on its pay-per-click advertising to increase sales as well as bolster brand awareness and overall growth.



31%

Increase in Revenue



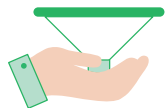
26%

Increase in Conversions (sales)



27%

Increase in Assisted Conversion Value



16%

Increase in Assisted Conversions

GOALS

Cool-jams knew it could increase sales by utilizing Google Ads and Microsoft Advertising, but didn't want to spend the budget to hire someone in-house. That's where the partnership with Logical Position began. Cool-jams wanted an agency that would provide detailed reporting on the Google Ads campaigns, but more importantly, it wanted to see a better return on ad spend. LP used a mix of search, shopping, and display campaigns to drive more conversions.

RESULTS

Logical Position significantly increased the overall number of sales from PPC ads on the Cool-jams website while keeping total ad spend the same. Cool-jams' campaigns generated a 31% increase in revenue as well as a 27% increase in assisted conversion value. As an established brand with a dedicated following, Cool-jams was most excited to see an increase in its sales from non-branded traffic. This traffic would not have found Cool-jams' website without our Google Ads campaigns, which proved our partnership a success.



We've seen positive growth since starting with Logical Position. We love the fact that we have monthly meetings with our account rep because it helps us learn about new possibilities and provides us with a better understanding of the current campaigns. We are currently migrating to a new web platform, and Logical Position will be instrumental in helping us with a smooth migration.



- Anita Mahaffey
Founder of Cool-Jams