

Ironman 4x4

For thrill seekers and hobbyists going off the beaten path, the first choice for offroading accessories is Ironman 4x4. The Australian manufacturer has leveraged the rugged Outback to stress-test their products and build consumer trust in more than 120 countries globally.



Ad Spend: \$59,000



600%

Increase in Transactions
in 2020 vs 2019



712%

Increase in New
Website Users

Tell Me About the Account...

Ironman 4x4 America experienced unmatched growth when they opened up their North American subsidiary. To capitalize, the company partnered with Logical Position (LP) to manage their digital marketing efforts. Ironman 4x4 needed a 2.5x return-on-ad-spend to justify broadening their brand awareness. Our team started by building out paid search and shopping campaigns. Since the Ironman 4x4 brand has become well known worldwide, we differentiated our campaigns on Google Ads by trademarked search terms (such as “Ironman 4x4”) and non-trademarked search terms (such as “off-roading equipment”), which allowed our team to keep new acquisitions separate from lifetime value customers.

Next up, our team built out Dynamic Search Ads (DSA) campaigns for all the pages on Ironman’s website, as well as a second DSA campaign targeting Ironman’s specific category pages. As Ironman’s sales started to increase, our partnership became more collaborative and unconventional. Ironman began experimenting with a variety of sales strategies, and our team assisted by switching up the ad copy in our trademark campaigns to reflect the different sales—which helps ensure relevancy for consumers. Ironman 4x4 sends our paid search team a sheet of products that they want to focus on selling each month, which allows us to push and pull budgets accordingly. Our strategy has also broadened to include paid display campaigns—including remarketing, prospecting, YouTube ads, and Gmail sponsored promotions—which helps us pull in consumers lower in the sales funnel who haven’t made a purchase yet.

\$6.70

Back for Every \$1 Spent
on PPC Advertising



\$1.4 million

made from PPC in
the first 9 months



“Logical Position has been instrumental to our success in digital marketing. Consistently meeting and exceeding sales and conversion goals that specifically align with our inventory and fulfillment targets. When it comes to digital ads, the team at LP has no problem taking the wheel and showing us how to navigate the digital off-road.”

- Luke Schnake, CEO of Ironman

Shifting Strategies for COVID-19

The onset of the COVID-19 virus in March 2020 brought immeasurable uncertainty in an industry not deemed essential. Luckily, our team pivoted quickly to discover new avenues for growth. We decided to shift budget away from automobile suspension kits to outdoor camping accessories like tents, awnings, and fridges, which allowed us to capture consumers looking to social distance in the great outdoors. Logical Position worked to expand Ironman’s brand awareness, in turn increasing their customer base, so that they could focus on getting more people outdoors.

What Were the Results?

Shifting our strategy to focus on camping products was a calculated risk, but it paid off. Since July 1st, we’ve increased spend on our Tents and Awnings campaign by \$4,800, increasing the campaign’s revenue by \$71,000. All of this success in the midst of COVID-19 solidified our partnership with Ironman.

Overall, Ironman 4x4 has far surpassed their initial goal of 2.5x return-on-ad-spend. This year to date, they’ve achieved a **6.7x return on ad spend**—that’s \$6.70 back for every \$1 spent on advertising. In that same time, we’ve increased our ad spend by 583%, driving an **887% increase in revenue**. Last year, Ironman grossed \$143,000 in sales from paid search. Year to date, that number has increased to **\$1.4 million** from just \$180,000 spent on paid search ads. Transactions in 2020 are up more than 600% to 2,888 compared to 429 in the same time period the year prior. Additionally, LP surpassed Ironman’s brand awareness goals with a **712% increase in new users** on the website this year, totaling over 430,000 individuals.

With Logical Position’s help, Ironman 4x4 America was able to weather the pandemic and capture opportunities in all 50 states—helping more enthusiasts get outside and keep themselves safe. In this time of uncertainty, one thing is certain: **Logical Position produces results.**

Ready to Find Out
What Makes Us Different?



GET STARTED NOW

1.800.875.2129 | info@logicalposition.com

Oregon | Illinois | Nevada | Texas | N. Carolina | Colorado | Arizona