

How Clean Water Store Achieved a 323% Increase in Revenue

Ad Spend: \$40,000



Background

Clean Water Store sells products and systems for keeping your well water clean. Since 1989, the company has provided innovative, cost-effective solutions for water quality problems in residential, commercial, industrial, agricultural, and community systems applications. Clean Water Store truly cares about its customers, and it shows. The company takes the time to educate and engage with its customers through a weekly newsletter featuring well water tips, a podcast, and a webinar. Delivering this much content builds trust with their community which is evident by their glowing customer reviews.

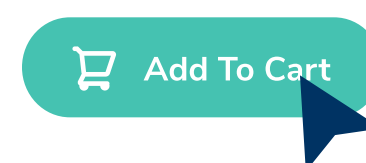
Key Metrics


323%

Increase in Revenue


4x

Return-On-Ad-Spend


435%

Increase in Conversions

"I have had fantastic results with the Logical Position team. I have worked with other ad agencies in the past as well as managing my own campaigns for years and I have never had a higher ROAS since I started working with Logical Position."

— Gerry Bulfin, Owner of Clean Water Store

Why'd They Come to LP?

Clean Water Store's owner had been managing the pay-per-click (PPC) ads on his own, with help from a Google representative. The account was not seeing much revenue growth; ad spend was being wasted because the campaigns were targeting too broad of an audience. Clean Water's owner realized he needed extra support if he wanted to strategically grow his brand, so Logical Position (LP) took over. Our initial goals were to improve return-on-ad-spend (ROAS), grow the brand, and achieve more consistency in the account in order to make PPC a more profitable platform for Clean Water Store.

What Strategy Was Used?

Our paid search team built new Search and Shopping campaigns tailored at their target audience, made-up mostly of rural homeowners. This ensured there was no wasted ad-spend on the account and allowed us to effectively test which strategies resonated most with their target buyer. Ultimately, moving them away from automated bidding into a manual strategy, gave us the necessary control to fine-tune our bid prices.

Ad - <https://www.cleanwaterstore.com/official> • (855) 779-8050

Clean Water Store - Water Treatment Specialists

Shop Easy To Install Water Filtration Systems & Supplies For Great Water In Your Home! We Can Help You Fix Your Bad Well Water. Shop Testing Kits, Systems, Supplies & More! Schedule A Call. Free Shipping Available. Multiple Payment Options. Financing Available.

★★★★★ Rating for cleanwaterstore.com: 4.5 - 620 reviews

Water Treatment Quiz
Take Our Quiz To Determine The Best Type Of Water Treatment For You!

City Water
Browse Our City Water Systems, Filters, & More Online!

Pay Over Time W/ 0% APR
We Offer 6, 12, or 36 Month Payment Plans With 0% APR.

Learn More
Browse by Water Problem & Learn More About Water Problems!

Easy Well Water Test Kit
RAPID AND ACCURATE RESULTS
SHOP NOW

As our campaigns got off the ground, our team expanded Clean Water's strategy. We created YouTube campaigns to increase Clean Water's brand awareness and customer reach; these provided us with a new platform to advertise on. We started running ads on Microsoft Advertising in order to target consumers who use Bing instead of Google. Next, we began optimizing the account based off of conversions and conversion value by time—Clean Water's customers take longer than average to make a purchase, so we took that into account when setting bids. As the account grew, we began to push products that have a higher margin in order to drive up overall revenue.

What Were the Results

In the beginning of our partnership, Clean Water Store was spending \$20,000 on paid search—now they're spending \$76,000, an increase of 76%. Although we're spending more money, it's not without reward—Google Ads revenue has increased 323% during our partnership, while Microsoft Advertising revenue has increased by 125%. Our ROAS has increased by 140%, equating to \$4 back for every \$1 spent on advertising.



Overall conversions are up considerably, too, with a 435% increase on Google Ads and 323% on Microsoft Advertising. The Clean Water Store brand has grown so much that the owner had to hire additional staff for his call center to field all the additional calls they've been getting! The company also made website improvements, including creating an online quiz to help customers identify exactly what they need—adding further fuel to LP's own marketing efforts for Clean Water.

Ready to Find Out What Makes Us Different?

GET STARTED NOW



1-888-534-1524 | info@logicalposition.com

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