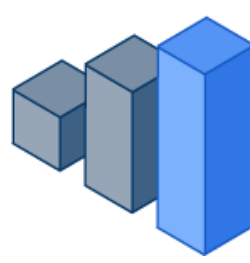


How Cleaning Supply Mart Mopped Up the Competition

KEY METRICS



+75%
Revenue



+51x
Conversion Rate



+24%
AOV

The online cleaning supplies market is growing rapidly, with projections surpassing **\$334 billion by 2030**. With over 60% of consumers buying cleaning products online, that number is expected to increase. Major players like Amazon, Walmart, and specialty suppliers dominate the space, making it crucial for businesses to differentiate their products and optimize their online presence. Here's how Logical Position (LP) helped Cleaning Supply Mart (CSM) shine.

ABOUT CLEANING SUPPLY MART

[Cleaning Supply Mart](#) is a Tennessee-based online retailer providing high-quality supplies for residential and commercial clients nationwide. Founded by seasoned professionals in the cleaning industry, the company is dedicated to making essential tools and products accessible at unbeatable prices. Its business model emphasizes convenience and value, featuring a membership program with priority pricing while welcoming non-members without restrictions.



The team at LP has been an invaluable partner to our business. Beyond expertly managing our account, they've provided ongoing education that has transformed how we approach marketing. Their insights have helped us reverse engineer our strategy, giving us a deeper understanding of the buying journey and enabling us to target intent-based audiences more effectively. I've often joked that our previous marketing efforts felt like riding a tricycle—working with LP is like racing a Lamborghini.

— Craig Halker, Managing Partner & CEO

Objective & Challenges



CSM wanted to expand its direct-to-consumer (DTC) business to counteract winter slowdowns and significantly scale revenue. However, several challenges stood in the way. The first was integrating its vast product catalog—each item with dynamic pricing—into the shopping feed. At the same time, CSM needed to resolve ad disapprovals, including numerous image-related issues, to ensure accurate product listings and maximize visibility. Overcoming seasonal slowdowns also required extending customer lifetime value, which meant segmenting campaigns by product type to build a strong DTC audience, enhance targeting precision, and improve conversion rates.

Strategy

B2C Focus

Emphasized smaller ticket items as a loss leader to attract more DTC clients and optimized on-site SEO to build long-term equity in search rankings.

Search & Dynamic Search Ads

LP launched branded and remarketing search campaigns to protect brand real estate while dynamic search ads captured additional keyword opportunities and broadened reach.



Campaign Segmentation

To allocate product performance, we divided 15,000 products across 13 specialized campaigns to maintain efficiency. This ensured a steady flow of new traffic at the top of the funnel without jeopardizing conversion rates.

Data Feed Optimization

A thorough product feed audit identified issues to correct, including image disapprovals, and ensured that all listings complied with Google Ads requirements. As a result, the majority of ad spend was directed toward high-converting targets on Google Shopping.

Results

CSM was onboarded in September 2024, and after some quick housekeeping, the account sparkled.

- +75% total revenue
- 10.2 Return on Ad Spend (ROAS)
- +24% Average Order Value (AOV)
- +51% Conversion Rate

90-day window: November '24 to January '25



IMPACT

In just a few months, Cleaning Supply Mart's DTC expansion significantly reduced seasonal slowdowns while boosting profitability. By improving digital marketing efficiency, CSM is well-positioned to reinvest in inventory and continue growing.

Tips For Achieving Similar Results

- 🗑 Segment campaigns by product type to improve ROAS
- 📊 Conduct a thorough product feed audit to resolve ad disapprovals
- 🎯 Use personalized ads in remarketing campaigns to increase conversion
- 🔄 Rotate high-quality creative assets to extend customer lifetime value

Is your business ready to sweep away the competition and shine online? Sparkle up your success by reaching out to [our team](#) of marketing specialists today!

[Learn More](#)