

How CutsMetal Decreased Their Paid Search Costs By \$500 Per Month

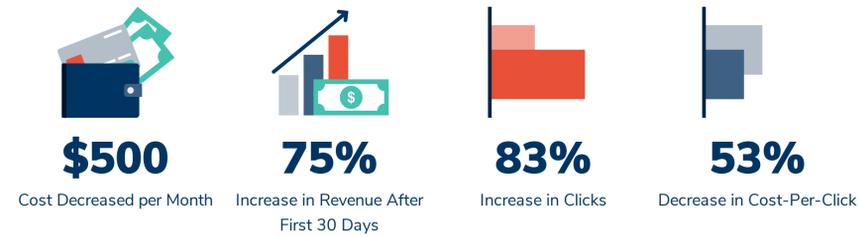
CutsMetal



Background

CutsMetal produces specialized custom aluminum diamond plates. Selling exclusively through their eCommerce site, they offer the highest quality paneling at affordable prices. They were having a difficult time producing results through paid search, so they turned to Logical Position (LP) for help with growing website traffic and increasing sales.

Key Metrics

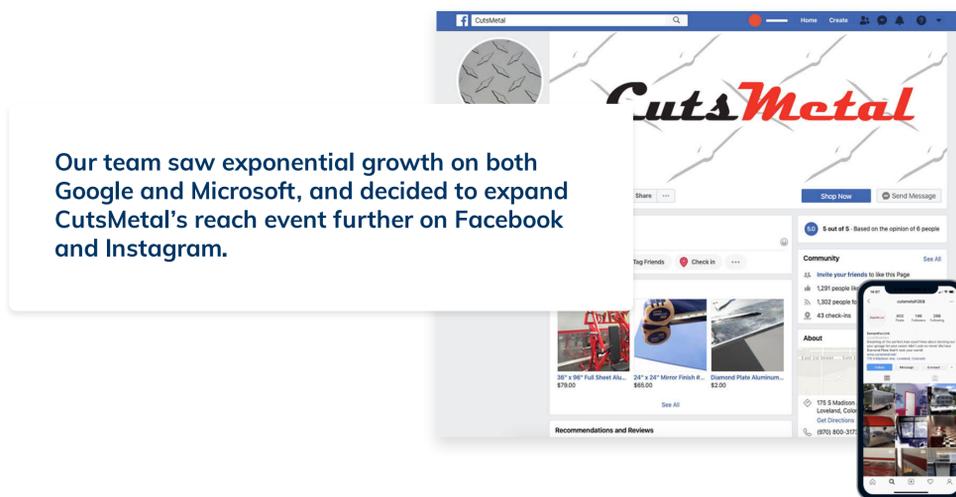


"We've worked with other agencies in the past but with mediocre performance. After Logical Position took over management, we saw immediate results and have been blown away by the continual growth they have helped us achieve!"

-Sam Link, CutsMetal's Owner

The Strategy

We restructured CutsMetal's Google Ads campaigns based on the relative performance of individual product categories. This allowed us to have better control of the budget, and make optimizations based on which products were performing the best. Next, we built out Microsoft Advertising campaigns to ensure the sheeting company wasn't missing valuable desktop traffic that thrives on that platform.



We created dynamic remarketing ads to target their preferred audience demographic on social channels. This expanded their reach to thousands of users who were previously unaware of CutsMetal.

Results

After only 30 days of working with us, CutsMetal's revenue increased by 75%

We managed to nearly double CutsMetal's revenue, all while bringing paid search costs down by \$500 a month, decreasing average cost-per-click by 53%, and increasing clicks by 83%. And all of that happened in only the first month!

It's been two years since the sheeting company started working with LP – and in that time we've managed to quadruple their revenue.

CutsMetal cut themselves a deal with LP that's headed straight for success.



Ready to Find Out What Makes Us Different?

GET STARTED NOW

LOGICAL POSITION

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