



**CASE  
STUDY**

# case study



## ONE-STOP-SHOP FOR CAR PARTS

AUTOMOTIVE PARTS & ACCESSORIES

SHOP NOW



Parts Galaxy is a one-stop shop for delivering authentic, branded, and genuine parts for all automobile models to customers at an affordable cost. It was founded in 1999 by three partners with a single basic idea. It is supported by a top auto parts distributor and boasts a reputation and accessibility with suppliers, dealers, distributors, and spare parts manufacturers.

## THE PROBLEM

Despite having a variety of products lined up and having done some advertisements on multiple platforms, Parts Galaxy faced challenges and they were looking to partner with a reliable source who can take all the matters into their hands and provide them a strategy, plan, solutions and implement them to bring more sales and revenue.

### STAGNANT DAILY ORDERS

Number of daily orders on was not increasing.

### HIGH ACOS AND LOW ROAS

The advertising cost of sales was high, and the return on advertising spend was low.

### NON-SEO FRIENDLY PRODUCT LISTINGS

Existing product listings were not optimized for search engines, impacting visibility and sales.

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## SOLUTION, STRATEGY AND IMPLEMENTATION

We recently partnered with them and understand their marketing objectives. We analyzed everything and came up with an apt Marketing plan considering their brand voice, goals, audience we opted to run ads for them on Amazon/ebay. Our goal was clearly to significantly increase the number of orders and overall monthly revenue bring them more profits.

### WE STARTED OUR RESEARCH BY DOING

- Complete Business R&D
- Trademark registration

### KEYWORD RESEARCH AND OPTIMIZATION

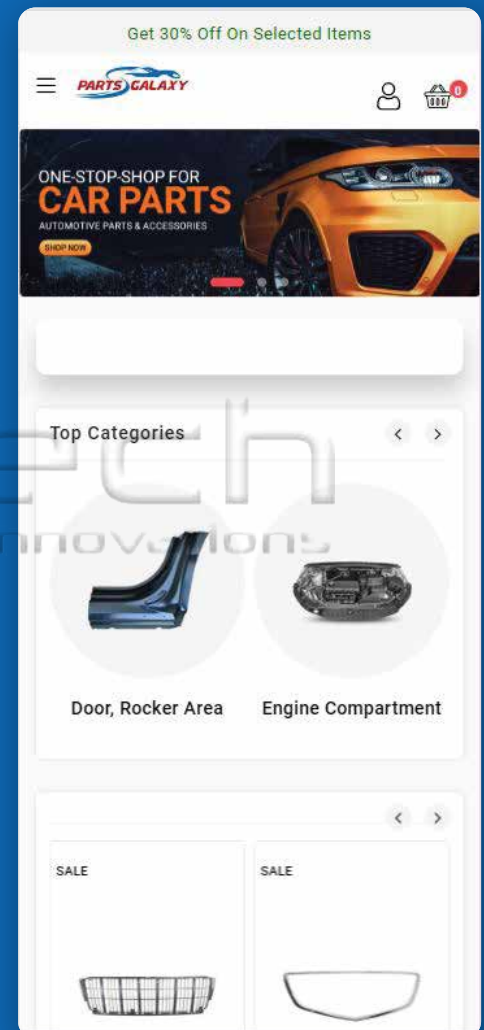
- Used Helium 10 for keyword research.
- Found high-traffic keywords.
- Added negatives for ad efficiency.

### PRODUCT LISTING ENHANCEMENT

- Created engaging listings with optimized titles.
- Added high-quality A+ content and images.
- Optimized for SEO to boost search rankings.

### SPONSORED PRODUCTS CAMPAIGNS

- Launched targeted sponsored product campaigns.
- Managed budget allocation for maximum impact.





# RESULTS

We all know that it takes time to get sales but our targeted approach and smart strategies helped their brand see profitable sales from 1st month and within 2 months we recover all the ad spend cost and later we optimized the campaigns keeping track of key metrics we adjusted the bids for optimal performance

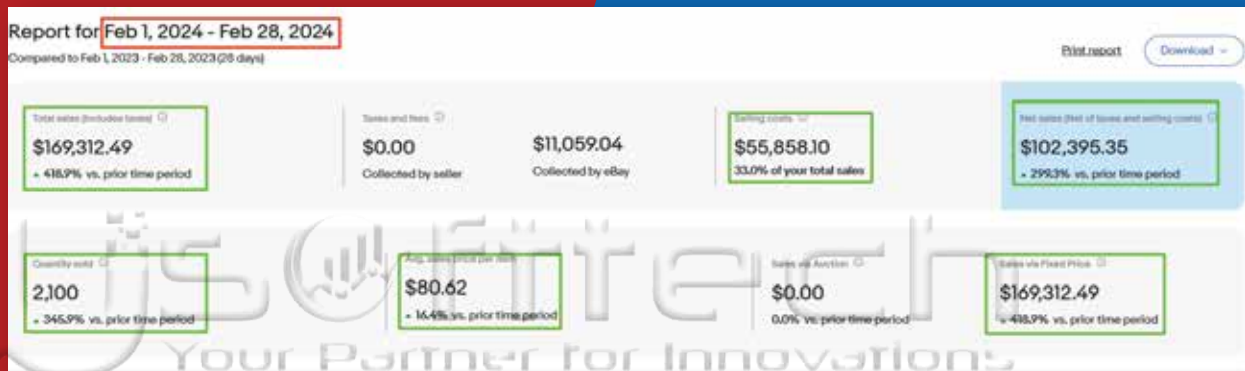
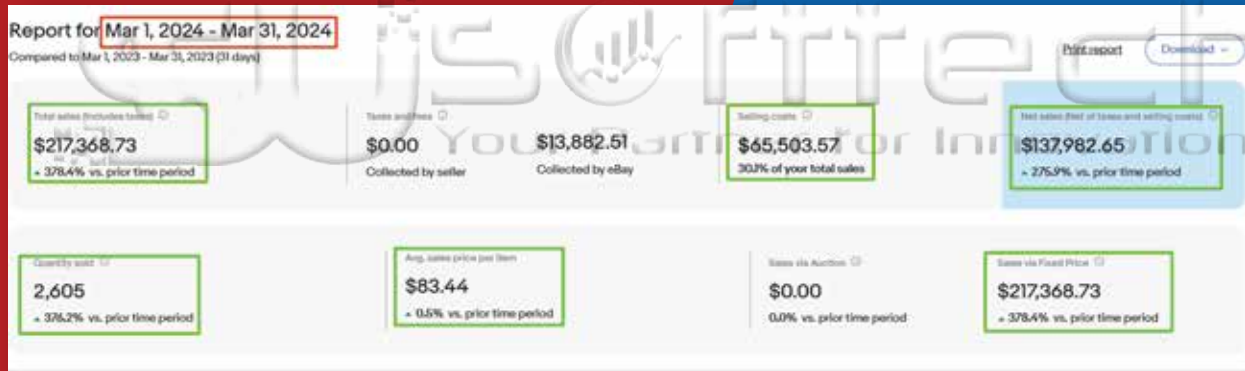
**We are attaching the screenshots of the results that we have achieved over the years.**

- Sales doubled
- We're filling more orders 1200+ monthly orders
- Lower the ACoS with time 12% current ACoS.
- Making the campaigns more ROAS friendly



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Ebay results are more staggering delivering exceptional boost in sales over the period of time



**We are currently delivering them a monthly sales of \$400k plus now and our target this year to reach \$1M revenue for them.**



Thank  
You!