



Stove Parts 4 Less sought a higher ROI... and JumpFly delivered



Stove Parts 4 Less + JumpFly
Cataumet, MA, USA • pellet-stove-parts-4less.com

The challenge

Stove Parts 4 Less **wanted to increase their AdWords ROI** by 60% while maintaining the same amount of customers and order revenue.

The approach

Since they focus on eCommerce, JumpFly leveraged Target ROAS for Shopping ads and **automatically engaged long-tail searchers** with Dynamic Search Ads.

A multi-touch attribution model **yielded insights from complex purchase paths** which were then layered with automated bidding and revised budget strategies.

The results

JumpFly was able to **exceed their client's ROI goal, with a 74% increase in ROI** by blending AdWords technology.

Through acting on better data, JumpFly saw immediate improvement to the overall account CPA, **with a 24% decrease in CPA only a month after using a new attribution model** in AdWords.

Featured solutions:

Audience:

- > [Similar Audiences](#)
- > [Display Remarketing](#)
- > [Search Remarketing](#)
- > [YouTube Remarketing](#)

Attribution:

- > [Data Driven Attribution](#)
- > [Rules Based Attribution](#)

Automation:

- > [Target CPA](#)
- > [Target ROAS](#)
- > [Maximize Conversions](#)
- > [Enhanced CPC](#)
- > [Dynamic Search Ads](#)
- > [Dynamic Remarketing](#)
- > [Smart Display Campaigns](#)

“This is the highest ROI the account has had in over a decade, thanks to acting on better customer data”

— Jack O'Donnell, Account Director, JumpFly

24%

Decrease in CPA with new attribution model

74%

Increase in AdWords ROI