



Battery Mart + JumpFly
Winchester, VA, USA · battery mart.com

Battery Mart and JumpFly were well-positioned for the volatile markets of the COVID crisis.



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The challenge

Battery Mart wanted to see an improvement in **account efficiency**. They were looking for a **better ROAS** performance from both their Google and Microsoft **paid ad platforms**. They wanted to **spend less** but still drive **strong revenue**.

The approach

Prior to the volatility of the COVID markets, JumpFly spent Q1 **adjusting bids**, restructuring budgets, and **evaluating the returns** of advanced **Smart Bidding algorithms**. Audiences were expanded, and Google's **data-driven attribution** helped drive supplemental conversions. These optimizations, in tandem with the client rebuilding their pricing structure, set the account up for success.

The results

As the COVID-19 pandemic caused panic throughout March 2020 and many businesses slowed down, Battery Mart's Google Ad campaigns saw a **255% increase** in conversion volume and a **191% increase** in conversion value, while improving to a generous **7.5 ROAS** through an unstable economic environment.

In March 2020 Google Ads had the **third lowest CPA** and the **highest ROAS** in the **entire history** of the account -- over 13 years of history! During the same time frame, Microsoft Ads had the **lowest CPA** and the **highest ROAS** in the history of the account.

April 2020 is delivering **even better results than March** with both platforms pacing towards an even **lower CPA** and a **higher ROAS** than in March. Plus they are on track for the **highest monthly revenue ever achieved** in their Microsoft Ads account!



“There’s no pandemic in these sales figures! Battery Mart performance has increased tremendously during COVID-19.”

—Jack O'Donnell, Senior Account Director, JumpFly

Featured solutions:

Audience:

- ▶ Similar Audiences
- ▶ Display Remarketing
- ▶ Search Remarketing
- ▶ YouTube Remarketing

Automation:

- ▶ Target CPA
- ▶ Target ROAS
- ▶ Maximize Conversions
- ▶ Enhanced CPC
- ▶ Dynamic Search Ads
- ▶ Dynamic Remarketing
- ▶ Smart Shopping Campaign

Attribution:

- ▶ Data-Driven Attribution

255%

Increase in conversion volume

7.5x

Account-wide ROAS through an unstable environment