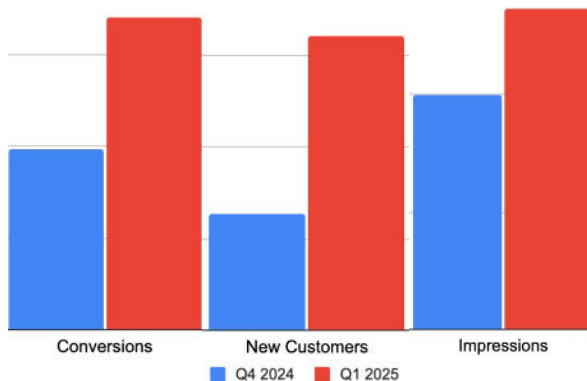




Battery Mart + JumpFly
Winchester, VA, USA • www.batterymart.com

From Search to Scroll: Achieving 8.5x ROAS Across Channels



Google Ads

Microsoft Advertising



The challenge

BatteryMart.com, a **top online retailer** for vehicle, tool, and specialty batteries, had built a loyal customer base, but growth was limited by reliance on high-intent search traffic. The challenge was to **reach new audiences, increase visibility, and drive incremental revenue** without sacrificing efficiency.

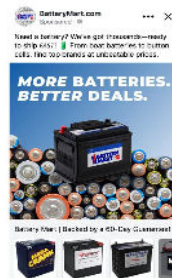
The approach

We restructured **Paid Search on Google and Microsoft Ads** around SKU-level targeting, combining Shopping and Search ads to capture branded and non-branded queries. To scale reach, we **expanded Performance Max** across Google's network, focusing on top-performing categories and leveraging real-time intent signals. BatteryMart supported the effort with **in-house video content**, including unboxing clips, product demos, and brand stories that added a personal, trustworthy touch across the funnel.

Once Paid Search delivered consistent ROAS, we **launched Meta campaigns** to drive demand and engage new users. **Custom and lookalike audiences** were built from Meta pixel data, while **dynamic product ads** showcased relevant SKUs to high-potential prospects. A mix of **static and video creative** emphasized benefits, humor, and everyday scenarios - helping spark interest and conversions. **Campaigns were carefully coordinated** to avoid overlap and ensure Meta complemented Paid Search.

The results

BatteryMart.com saw **measurable growth** by pairing demand capture with generation. The strategy brought in **new customers, boosted branded search traffic, and increased conversions**. Most importantly, **ROAS remained strong** - proving it's possible to scale efficiently.



“Adding Paid Social to Paid Search helped us scale beyond intent and convert the right audiences faster without sacrificing efficiency.”

— Alyssa Abraham, PhD, Account Manager, JumpFly.

Featured solutions:

Audience:

- > Custom Intent Audiences
- > Lookalike Audiences

Automation:

- > Target ROAS
- > Performance Max

Channels:

- > Google Ads
- > Microsoft Advertising
- > Meta

73.5%

Increase in Conversions*

138%

Increase in New Customers*

36.9%

Increase in Impressions*

*comparing 2025 Q1 data to 2024 Q1 data