

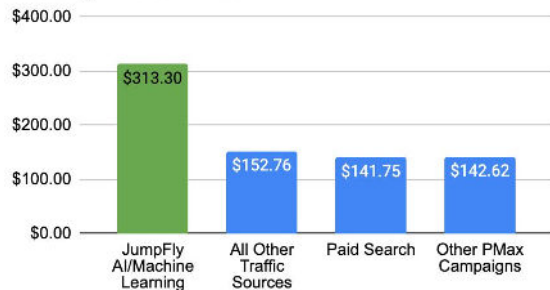


Battery Mart + JumpFly

Winchester, VA, USA • www.batterymart.com

By employing JumpFly's **proprietary AI and Machine Learning** techniques, Battery Mart's overall Order Value on AI-Enabled Campaigns is **85% higher** than other traffic sources.

Average Order Value



Smarter. Stronger. More Profitable: Battery Mart Supercharges Sales with JumpFly AI/ML Technology

The challenge

BatteryMart.com wanted more than just clicks; they wanted **bigger, more profitable orders**. While traditional optimizations kept performance steady, growth in average order value (AOV) had flatlined. The mission was clear: **break through the plateau and uncover new ways to drive higher-value sales**.

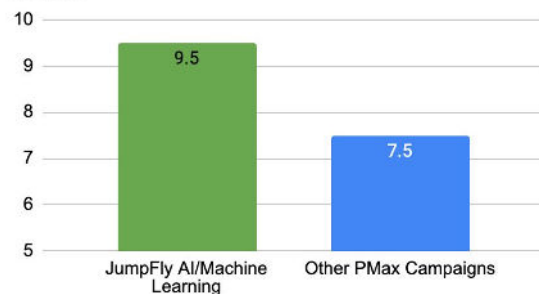
The approach

Enter **JumpFly's proprietary AI + Machine Learning powerhouse**. By unleashing predictive audience modeling, our technology **identified shoppers with the highest likelihood to purchase, and purchase big**. Campaign targeting, bidding, and segmentation were recalibrated with precision, ensuring that Battery Mart captured **more high-value customers** without ballooning acquisition costs.

The results

The impact was undeniable. Campaigns fueled by JumpFly's AI/ML audiences **delivered an 85% higher overall order value** compared to all other traffic sources. Battery Mart didn't just see more sales; they saw **smarter, more profitable sales**. This case proves that when **advanced AI meets expert strategy**, the results aren't incremental... they're **transformational**.

ROAS



"With our Predictive AI/ML, we're not guessing who will buy. We're calling the shots, turning probability into profit and the 85% lift at Battery Mart proves it."

—Rob Abraham, CTO, JumpFly

+26%

ROAS increase
on AI-Enabled
Campaigns

+100%

ARPU Increase
Over Other Paid
Search
Campaigns

+85%

Average
Order Value
Difference