

Auto Parts & Accessories Retailer

Increases Revenue by **20%** with **Holistic Insights**



Overview

A leading automotive parts and accessories retailer, with thousands of stores across the United States, Mexico, Brazil, and Puerto Rico used GrowByData's advanced Search Monitoring technology and professional services to gain deep visibility into their competitive landscape and true ad rankings across both organic & paid listings in multiple US geolocations.

The Challenge

The account team at this leading auto parts and accessories retailer faced challenges in identifying solutions or tools capable of delivering comprehensive SERP data, actionable insights, and expert services to enhance visibility, drive performance, and maximize ROI. While 74% of their traffic originated from search, the team also aimed to improve the performance of their local stores across the United States.



\$55,000

Ad Budget to Reallocate



20%

Increase in Revenue

The Solution

The account team of this leading retailer giant received Holistic Search Explorer Dashboard, which provided visibility into both paid and organic true ad ranking, as well as insights into the competitive landscape across the regions.

They identified budget-saving opportunities on many branded keywords where the retailer already had a strong organic. Additionally, the team strategically reduced ad spend on well-performing branded keywords and reinvested in underperforming non-branded terms.

This data-driven budget reallocation enabled the team to shift \$55,000 from branded to non-branded keywords, increasing ad campaign ROI by 20%. The initiative was first implemented in select local markets across the United States, with plans to expand the strategy to all geolocations to further enhance performance and maximize ROI.