



Tweety's RVs is a top rated store for RV accessories, marine parts & power sports parts available to all over the U.S.



### **Company Objectives**

- Increase purchase count
- Decrease cost per conversion
- Gain brand awareness
- Increase average sale amount

### **The Result?**

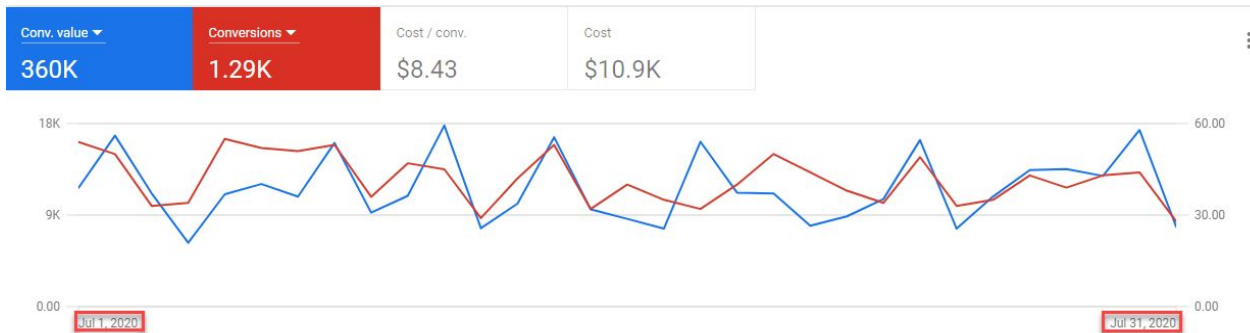
We started the PPC campaign out strong and were able to capture strong ROI & better conversions the first month ↓

### October 2019



Since then, we have been able to continue this upward trend in conversions & ROI while continuing to lower our cost per conversion through increasing campaign budgets & making ongoing optimizations to the campaigns. ↓

### July 2020



### All Time Progress



### KPI's

- Conversions have increased over **1200%** since launching the campaign
- Cost Per Conversion has decreased by over **50%**
- Client ROAS Is **\$1,154,400**