

Dennis Carpenter Increased Their ROAS By 118% Through Single Keyword Ad Groups



Dennis Carpenter Ford Restorations is a family owned & operated company who are known to manufacture and sell classic Ford parts for over 50 years. From rubber-weatherstripping to metal stamped parts, Dennis Carpenter offers 12,000+ parts to their customer's restoration needs, that they make at their facility in North Carolina.

Dennis Carpenter wanted to expand their family owned business and knew they could through digital campaigns. However, they knew they needed expert help to guide them through the proper techniques. They turned to KlientBoost to help them get the results they wanted, and instantly saw the benefits of their services after a few months. Applying techniques such as branded campaigns, single keyword ad groups, bidding strategy, and google shopping campaigns, **Dennis Carpenter saw a 118% increase to their ROAS, and an increase of 160% in CTR, that resulted in almost a 40% increase to their revenue.**

The Results

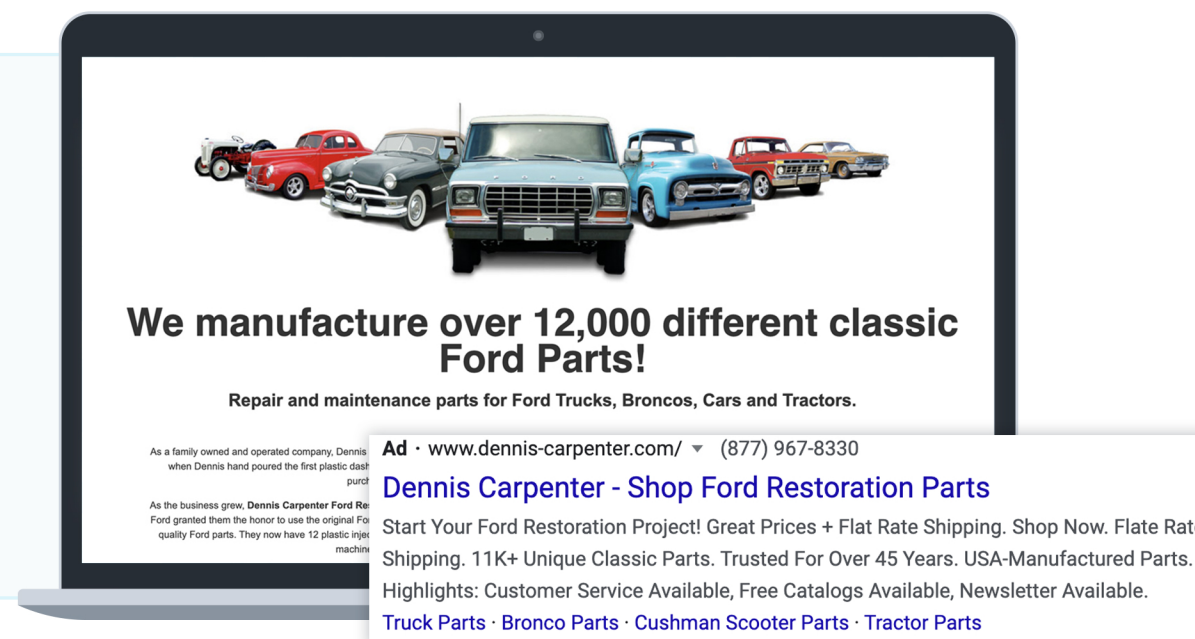
↑ **118%**
Increase in ROAS

↑ **160%**
Increase in CTR

↑ **39%**
Increase in Revenue

How We Did It:

- Branded Campaigns
- Single Keyword Ad Groups
- Bidding Strategy
- A/B Testing Ad Copy
- Google Shopping Campaigns



The communication and quality of the work was top notch. They work with us like they are a member of our company and our marketing team. I can honestly say they have exceeded our expectations on every level. I've worked with a lot of different companies to help us improve our company and KlientBoost has by far been the best I've ever worked with. We have increased our ROAS, revenue, and orders. They have really taken our Adwords strategy to another level.

Bryan Fowler - Creative Director | Dennis Carpenter Ford Restorations