

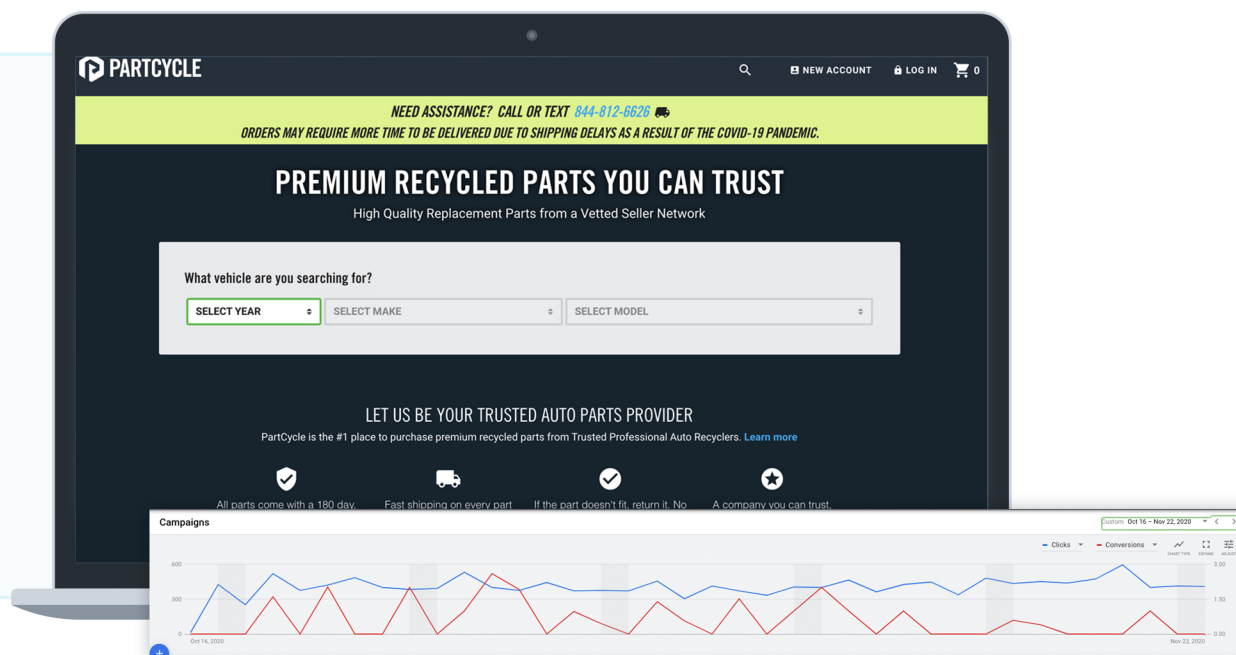
Partcycle Technologies Increased ROAS by 77% While Decreasing CPA by 40% Through Time Of Day Bid

Partcycle Technologies is an e-commerce platform that easily connects people searching for quality automobile parts with trusted automobile recyclers. Their platform is easy to use and provide reliable and trustworthy options for their users to pick from.

Partcycle Technologies is proud to provide premium recycled parts from trusted professional auto recyclers and make it easy for their users to find automobile parts through their platform. They knew they could expand their platform to more users, but needed a boost to market their service online to target the right audience. Partcycle Technologies turned to KlientBoost to help them execute their google ads campaign. **Through time of day bid adjustments, Partcycle saw a 77% increase in ROAS and a 40% decrease in CPA.**

How We Did It:

- Shopping Campaign Restructure
- Target ROAS Bidding
- Google Optimize
- DSA Campaign
- Time of Day Bid Adjustments



"We were looking to expand our service demand and knew Google Ads would be the way to go. We weren't confident enough to run it ourselves and knew we needed to consult with experts to see how it's done. We found KlientBoost based on their reviews and jumped on a call with them to tell them what we were looking for. We were intrigued and got to work and honestly we were impressed by the results and the techniques they used to get us there. They have clear communication on what they are doing and provide more ways to help us succeed."

Ryan Anderson – President | Partcycle

The Results

↑ 77%
Increase in ROAS

↑ 14%
Increase in Conversion Rate

↓ 40%
Decrease in CPA