

Case Study

About Business

Aircraft Parts and overhaul store has been an FAA and EASA-licensed repair station for almost 35 years, established in April 1984. The management team has over 250 years of combined electrical, mechanical, and avionics experience. They have altered the aviation sector during this time by delivering its expertly developed engineering solutions that focus on increased reliability while addressing planned obsolescence. Their starter generator ETR/Mercury Mod and our Sil-Met contact, relay, and terminal block solutions are two of our most successful product offerings.



Goals

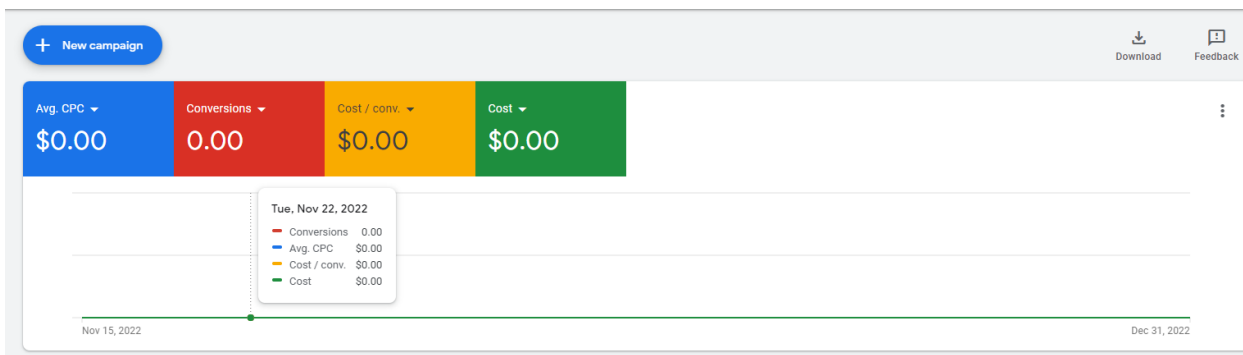
The primary objective was to **boost the sales of aircraft components**. To achieve this, the company aimed to implement a targeted and effective Google Ads campaign, focusing on increasing the purchase rate of these components within the aviation industry in the USA.

When We Received the Project: We received a fresh account. We set up an ad account and conversion actions, then link them with the analytics account.

(Google Analytics)

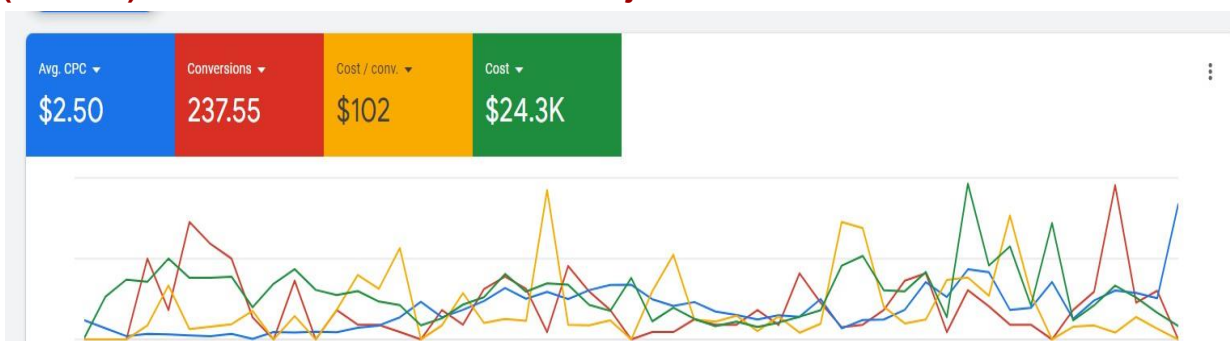
First user defa... channel group	New users	Engaged sessions	Engagement rate	Average engagement time	Bounce rate	Conversions All events
	1,675 100% of total	1,580 100% of total	55.56% Avg 0%	2m 59s Avg 0%	44.44% Avg 0%	37.00 100% of total
Organic Search	950	822	63.87%	1m 33s	36.13%	32.00
Direct	675	733	48.93%	5m 10s	51.07%	5.00
Referral	23	16	50%	47s	50%	0.00
Organic Social	12	1	7.69%	0s	92.31%	0.00
Paid Search	11	7	63.64%	44s	36.36%	0.00
Unassigned	4	3	75%	2s	25%	0.00

(Google)



We received a fresh account, and after continuous analysis, optimization, and testing, we delivered the below results-

(Results): We received 237 orders within just 2 months.



(Google Analytics)

Search... Rows per page: 10 1-10 of 10

First user defa... channel group ▾ +	↓ New users	Engaged sessions	Engagement rate	Average engagement time	Bounce rate	Conversions All events ▾
	26,059 100% of total	19,656 100% of total	54.28% Avg 0%	1m 37s Avg 0%	45.72% Avg 0%	2,938.00 100% of total
Organic Search	13,454	11,962	64.96%	1m 17s	35.04%	2,207.00
Direct	5,934	4,680	43.45%	2m 38s	56.55%	393.00
Paid Search	3,787	2,468	57.17%	44s	42.83%	244.00
Display	1,645	539	25.55%	14s	74.45%	51.00
Referral	891	356	53.53%	6m 08s	46.47%	37.00
Cross-network	239	88	35.2%	21s	64.8%	0.00

Our Approach:

Audience Understanding Figured out the best suitable marketing channel

Challenges:

We encountered difficulties in conducting market research and identifying the ideal target audience for our products.

We experimented with various campaign strategies to enhance performance and drive sales.

Solution:

Focused Optimization
Strategic Testing
Competitors Analysis
Make yourself aware of the market

Results:

Revenue Generation: Through continuous optimization and strategic testing, we successfully increased revenue from the Google Ads campaign.

Item name ▼	+	Items purchased	↓ Item revenue
		13,191 100% of total	\$71,190.00 100% of total
Now Cowl (Arrow) LSM-900-ARROW Series - LSM-900-ARROW-201		1	\$16,995.00
Quick Ship Starter Generator Core Exchange - 23088-008		6	\$13,350.00
Quick Ship Starter Generator Core Exchange - 150SG122Q		4	\$6,235.00
BoomBeam Lights (set of 2) LSM-500-097 Series - LSM-500-097-7		1	\$5,495.00
Quick Ship Starter Generator Core Exchange - 300SGL145Q		2	\$4,700.00
A7151 A715-1 Fixed Landing Light, Housing Only		12	\$3,690.00
7141400 LED Inspection Light (28V), GRIMES A5395-23		4	\$2,163.00
Quick Ship Starter Generator Core Exchange - 23048-004M		1	\$2,150.00
Quick Ship Starter Generator Core Exchange - 23081-018		1	\$2,000.00