ROI REVOLUTION® + STEINER

CASE STUDY

Steiner Tractor Grows Conversions at a Higher ROAS With Product Feed Optimizations

The Situation

Steiner Tractor is a retailer that sells remanufactured parts for a large variety of antique tractor brands and models. The business partners with ROI Revolution to implement profitable paid search and product feed optimization strategies that maximize revenue without increasing monthly ad budget.

Opportunity Identified

After seeing steady revenue growth in 2020 and 2021, followed by a strong 2022 as a result of shifting to Performance Max (PMax), Steiner Tractor was ready for the next step in their growth journey. In a cross-channel meeting among ROI Revolution's paid advertising experts, an opportunity was identified for Steiner Tractor to increase qualified traffic to products with a high click-through rate (CTR) using a uniquely tailored strategy to optimize their Google Shopping product feeds.

Channel:
Google Shopping

Industry:
Automotive Parts (B2C)

Focus:
Optimize Product Feeds to Drive Quality Traffic Through PMax

Goal:
Maximize Revenue Within Existing Budget

> *"Steiner Tractor Parts' small in-house team deeply appreciates the insights and diverse perspectives ROI Revolution brings to our business. Working with a team of professionals at ROI Revolution who have the ability to identify opportunities like this and capitalize on them contributes to our overall success in concrete, measurable ways that continue to propel our business forward."*

Elizabeth Whiting
Ecommerce & Marketing Team Member, Steiner Tractor

Results Achieved

15%
Conversion Rate
Lift YoY

16%
Higher Click-
Through Rate YoY

20%
Increase in
ROAS YoY

ROI in Action

The plan was to drive significant growth by avoiding increasing ad spend and ensuring that PMax ad dollars weren't wasted on underperforming products. By tailoring product groupings with custom labels to prioritize high-margin, high-CTR items and deprioritizing low performers, Steiner Tractor was able to allocate their ad spend efficiently and increase qualified site traffic. The result was higher conversion rates and click-through rates at a higher return year-over-year!