

OEM Enclosure Expert Achieved 389% ROAS and Transformed PPC Performance



The Who Company

A leading polycarbonate and metal enclosures provider, this company serves industrial clients with high-quality solutions tailored for diverse applications. They specialize in delivering durable, customizable enclosures for manufacturing, energy, and technology sectors. Seeking **growth in their eCommerce channel**, they turned to Grey Matter to **enhance PPC campaign performance** and generate measurable results.



The What Challenge

Their ad campaigns generated high lead volumes but lacked quality, resulting in **unqualified prospects and wasted spend**. Additionally, a recent website upgrade caused temporary drops in organic traffic, amplifying the need for immediate improvements. The lack of purchase-based metrics **hindered clear ROI visibility**, complicating efforts to measure campaign effectiveness and optimize strategies.



The Why Strategy

Grey Matter shifted the focus of the company's PPC campaigns from form submissions to eCommerce purchases, aligning ad goals with the client's revenue-driving objectives. This involved setting up advanced eCommerce tracking, refining ad creatives, and implementing Performance Max **strategies to prioritize high-value actions**.

Rationale: Prioritizing purchase-driven metrics allowed the campaign to directly align ad spend with revenue generation, ensuring every dollar invested contributed to measurable outcomes.

Key Actions:

- Implemented eCommerce tracking to measure confirmed purchases as the primary conversion goal.
- Adjusted campaign CTAs to encourage immediate purchases with clear, actionable language.
- Refined campaign structures to focus on purchase-based optimization and Performance Max strategies for greater reach and ROI.

TL;DR

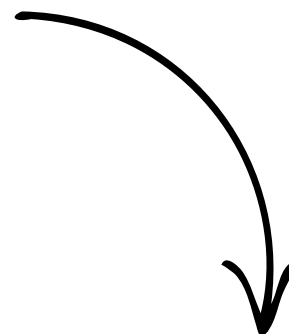
An OEM Enclosure Expert **achieved a 389% ROAS** by transitioning their PPC campaigns to focus on purchase-driven conversions. Grey Matter transformed ineffective campaigns into a top revenue driver, **generating the highest purchase volume across all digital channels**.



The How Tactics

Grey Matter executed a focused approach to **maximize conversions and ROI** by seamlessly integrating eCommerce functionality into the client's PPC campaigns. By refining bidding strategies, monitoring performance closely, and iterating on creative elements, the campaigns were optimized for sustained success.

- **E-commerce Integration:** Enabled GA4 e-commerce tracking to attribute revenue to campaign performance, providing precise ROI measurement.
- **Performance Max Campaign Optimization:** Updated bidding strategies to prioritize high-intent users and improve purchase-based conversions, shifting resources toward top-performing campaigns.
- **Creative Refreshes:** Adjusted ad copy and visuals to align with the eCommerce experience, enhancing messaging consistency and user engagement.
- **Continuous Monitoring and Refinement:** Tracked campaign performance daily to adjust creative, bid strategies, and targeting as needed, ensuring sustained improvement.



389%

Improved ROAS in Q3



The Result Outcomes

Grey Matter's strategic pivot and tactical execution delivered measurable success. The campaign produced the highest purchase volume and revenue across all digital channels, outperforming organic and direct traffic. This approach provided clear revenue attribution, improved lead quality, and laid the groundwork for **future scalability and success**.

Key Learnings:

- Shifting the focus to purchase-driven actions ensures PPC spend aligns with meaningful business goals.
- Integrating e-commerce capabilities into PPC strategies can significantly enhance conversions and ROI.

