CarParts.com drove a 23% revenue increase and 16% conversion rate boost with broad match

About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you’re a small business owner or enterprise marketer, Google Ads delivers reach, relevance, and trusted results to help you grow your business. Learn more at ads.google.com/home.

© 2022 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.

CASE STUDY

RETAIL: PUREPLAY

CarParts.com drove a 23% revenue increase and 16% conversion rate boost with broad match

The Challenge
CarParts.com is an online provider of aftermarket auto parts. Historically, it had relied on phrase and exact match keywords. However, after learning how broad match could better understand advertiser intent by incorporating the best signals in its matching technology, CarParts.com decided to test broad match to improve the performance of its campaigns.

The Approach
CarParts.com chose a sample group of campaigns containing generic keywords and converted them from phrase match to broad match. The campaigns ranged from low to high volume, and CarParts.com tracked the results over a 90-day period. The auto part provider hoped broad match keywords would increase users’ propensity to convert by exposing keywords to more auctions, which gives Smart Bidding more data to target converting users.

Partnering with Incubeta: Incubeta helped set up and monitor the implementation of broad match.

The Results
Switching the same keywords from phrase to broad match resulted in a 23% increase in revenue, along with a 16% increase in conversion rate and an 18% increase in return on ad spend (ROAS). Because of these strong results, CarParts.com intends to further expand broad match to its other campaigns in the future.

“With broad match, we’ve been able to scale our search coverage while maintaining optimal performance. This is a welcomed development in any marketer’s toolbox.”

—Houman Akhavan, CMO, CarParts.com

Return on ad spend (ROAS)

<table>
<thead>
<tr>
<th>Increase in revenue</th>
<th>Increase in conversion rate</th>
<th>Increase in ROAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>23%</td>
<td>16%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Primary Marketing Objective

› Grow Online Sales

Featured Product Area

› Search: Broad Match