

How Dynojet Boosted Revenue By 125%

Monthly Ad Spend: \$55,000



Background

Since 1973, [Dynojet](#) (DJ) has been the industry standard in automotive performance dynamometers and powersports performance products. They have enabled motorsport professionals and hobbyists to harness the extreme power of their machines. With a revolutionary combination of software and hardware, DJ is the only company that both generates horsepower, and also measures it. From the early days of jet kits to optimize fuel to air ratios, to horsepower measuring dynamometers, along with modern tuning devices, turbochargers and clutch kits, they pioneer the best in class powersports products in the world, making their proprietary diagnostic technology invaluable for any shop owner or serious powersports enthusiast.

Key Metrics



92%

Increase in Conversion



125%

Increase in Revenue YoY



4.91x

ROAS

"Having worked with Logical Position for the past eight years, with multiple brands across various industries, we've developed a winning recipe that has proven successful regardless of product or industry. During this time, I've developed nearly a dozen eComm channels from the ground up, during which I've also had experience working with several incumbent agencies at businesses I've went to work for. This is why I can say with absolute confidence that LP is my preferred partner for SEM and SEO services! With LP, we know we're getting world class service and performance, from the top Google premier partner."

— Jackson Esselman, VP of Marketing and Ecommerce



Why Logical Position?

Dynojet was brought to LP through referral and signed up for an account audit to address their DTC eCommerce channel and market potential. Their agency at the time left a lot of the gears in default settings with broad matches covering big swaths of the account. Needless to say, the results lacked horsepower and the strategy for new customer acquisitions needed a tune-up. Our team revealed massive market potential with Google Shopping and laid out a roadmap of the opportunity. At that time, Dynojet wasn't competing on non-branded terms and relied solely on their national network of retailers to promote Dynojet's brand and products through traditional retail merchandising. As the gold standard in their industry, we knew there was tremendous value in leveraging the brand equity of their business in the digital space, which convinced the DJ team to partner with LP.

GOALS

🔍 4x return on ad spend

📉 Reduce our CAC on SEO

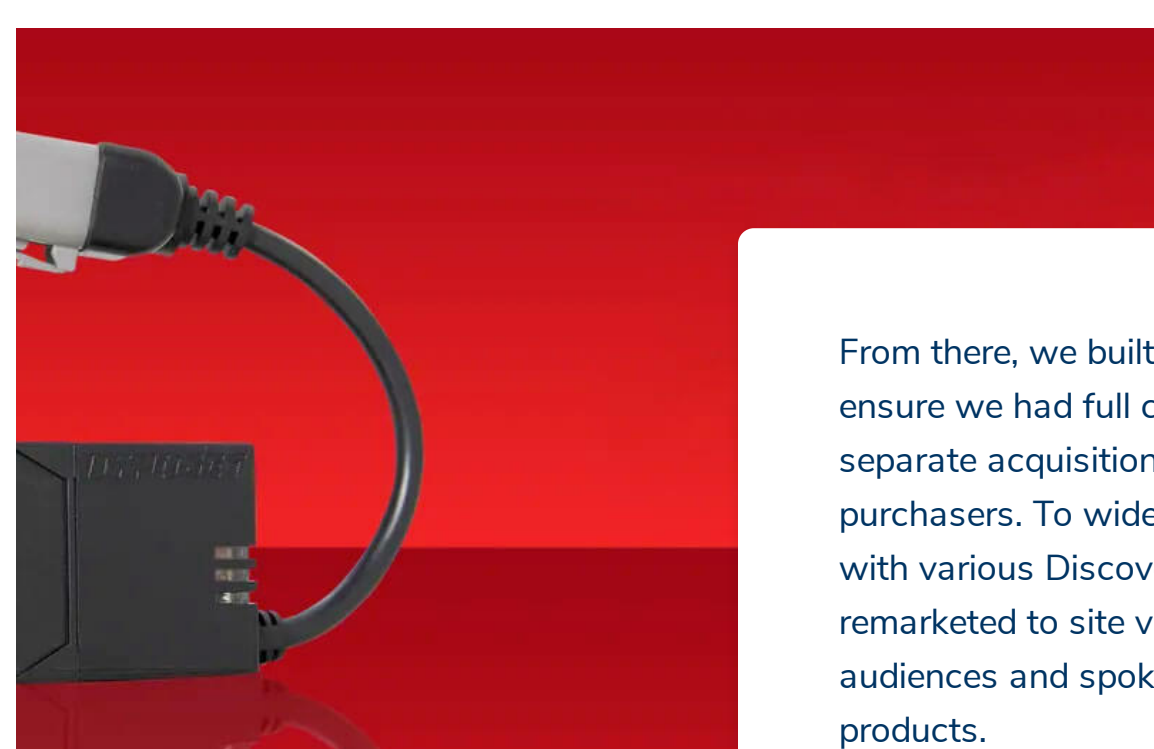
📈 30% overall growth

👤 Increase new site visitors

⚙️ Improve campaign efficiency

Our Strategy

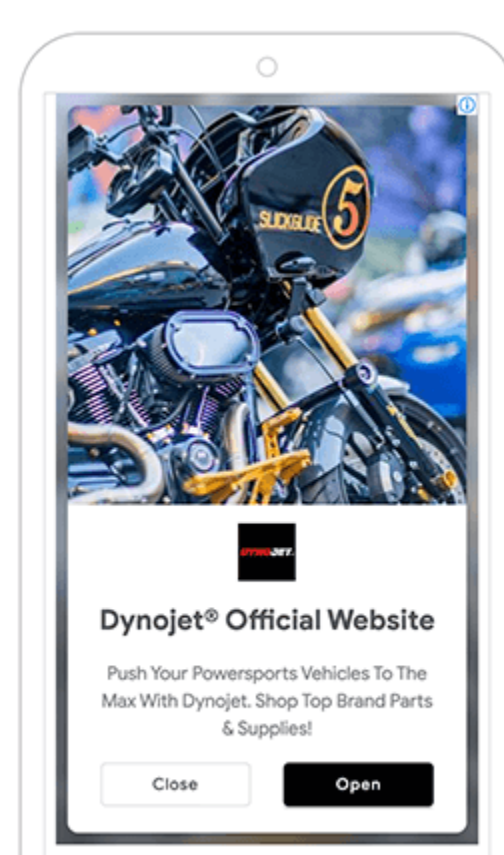
LP started by building out segmented product categories in Google Shopping to bid more effectively on terms that converted with Dynojet's target audience. Manually segmenting product categories gave our team greater visibility across their accounts, allowing LP to scale each Shopping category based on individual performance. Additionally, we honed in on our audience targeting to improve campaign efficiency, since their clientele gave off easily recognizable buying signals for their products.



From there, we built out trademark and non-trademark campaigns to ensure we had full coverage through Google search queries, and could separate acquisition goals between new customers and past purchasers. To widen our reach, we prospected powersports audiences with various Discovery ads to drive top of funnel traffic. Then we remarketed to site visitors with compelling Youtube videos that engaged audiences and spoke to the competitive advantage of Dynojet's suite of products.

When it came to running promotions, the LP team made sure Dynojet was not discounting the fidelity of their domain authority with sitewide mark downs. We crafted a unique strategy to ensure they were able to target new users with specific offers to inspire buying behavior.

Results



Ad - <https://www.dynojet.com/> - (877) 998-6455

Dynojet.com - Dynojet® Official Website - Truth In Performance
 Push Your Powersports Vehicles To The Max With Dynojet. Shop Top Brand Parts & Supplies! Dedicated To Performance & Obsessed With Speed, We've Been Optimizing Vehicles Since 1973. Your Best Ride Starts Now. Excellent Customer Care. Easy Install.

Tunes
 Keep Your Vehicle In Top Shape! Select Your Vehicle To Access Tunes

Contact Us
 Contact Our Excellent Support Team Today! Our Team Is Happy To Help.

Tuning Licenses
 Purchase A Tuning License Today To Tune Additional Vehicles At Dynojet

Dynamometers
 The Industry Standard For Measuring Your Vehicle's True Power.

Dynojet saw great results with their cross-promotional efforts.

- In year-over-year comparison from November 2020 to November 2021, Dynojet saw a 123% percent rise in paid revenue, and exceeded their initial goals with a 4.91x ROAS and a 92% conversion rate.
- Dynojet beat its own goals, year over year, May 2022 versus May 2021. They experienced a 120% increase in revenue and a 114% increase in conversions, and were still above goal at a 4.67x ROAS.
- Comparing April 1 through June 30, 2022, with the same span in the previous year, revenue increased 126%, conversions were up 98%, the conversion rate increased by 14%, and Dynojet had a 4.74x ROAS.

Is your business ready for a big boost? Reach out today for a complimentary account audit and strategy consultation.

Ready to Find Out What Makes Us Different?

GET STARTED NOW



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