

TBM | CASE STUDY



JBs Power Centre

Fully Managed Google Ads Campaign for Ecommerce

OVERVIEW

About JB's Power Centre

In 1966 JB's Power Centre was founded by Jim Bell as a small speed shop in Edmonton, Alberta. Today JB's has grown into one of Canada's largest performance & accessory companies that includes three retail stores, and three wholesale distribution centers with a combined 200,000 sq ft of warehousing.

JBs Power Centre specializes in high-performance automotive, diesel performance, truck accessories, car audio, radar detectors, and remote car starters.



CHALLENGE

Ecommerce Sales are Very Low Compared to In-Store Sales

- Google Ads being done in house
- In-store sales make up much less than 1% of all sales
- Competitors are making many more online sales

SOLUTION

Fully Managed Google Ads Campaign

A fully managed google ads campaign package was created to include advertising on Google Search, Display Banner Ads, and YouTube Video Ads. Every month our team has been making updates to optimize the campaign further.

Now, over **3 years** later when we compare the growth in Online Sales we see an objective increase of **236%** and even more in-store shopping as a 2nd indirect benefit.

RESULTS

Incredible Increase in Online Sales



236%

Increase in Online Sales (per month)



3+

Years, Serving This Client



Consistent Increase in Revenue



In-house marketing team can do more of what they do best