



# Stove Parts 4 Less sought a higher ROI... and JumpFly delivered



Stove Parts 4 Less + JumpFly  
Cataumet, MA, USA • [pellet-stove-parts-4less.com](https://pellet-stove-parts-4less.com)

## The challenge

Stove Parts 4 Less **wanted to increase their AdWords ROI** by 60% while maintaining the same amount of customers and order revenue.

## The approach

Since they focus on eCommerce, JumpFly leveraged Target ROAS for Shopping ads and **automatically engaged long-tail searchers** with Dynamic Search Ads.

A multi-touch attribution model **yielded insights from complex purchase paths** which were then layered with automated bidding and revised budget strategies.

## The results

JumpFly was able to **exceed their client's ROI goal, with a 74% increase in ROI** by blending AdWords technology.

Through acting on better data, JumpFly saw immediate improvement to the overall account CPA, **with a 24% decrease in CPA only a month after using a new attribution model** in AdWords.

## Featured solutions:

### Audience:

- › [Similar Audiences](#)
- › [Display Remarketing](#)
- › [Search Remarketing](#)
- › [YouTube Remarketing](#)

### Attribution:

- › [Data Driven Attribution](#)
- › [Rules Based Attribution](#)

### Automation:

- › [Target CPA](#)
- › [Target ROAS](#)
- › [Maximize Conversions](#)
- › [Enhanced CPC](#)
- › [Dynamic Search Ads](#)
- › [Dynamic Remarketing](#)
- › [Smart Display Campaigns](#)

**“This is the highest ROI the account has had in over a decade, thanks to acting on better customer data”**

— Jack O'Donnell, Account Director, JumpFly

24%

Decrease in CPA with  
new attribution model

74%

Increase in  
AdWords ROI



Google Ads



JumpFly