

TURBO TECH · UNITED STATES

Same budget. Nearly triple the revenue.

Turbo Tech sells car parts and oil filters online across the United States. Its ads kept running, but sales stalled at \$15,000 a month. Rex Technologies rebuilt its Google Ads strategy from the ground up, and within three months monthly sales reached \$40,000 on a \$5,000 ad budget.

CLIENT	INDUSTRY	SERVICES	TIMELINE
Turbo Tech, a US e-commerce brand	E-commerce, automotive parts and oil filters	Performance marketing and Google Ads management	Results within 3 months, optimised daily

\$40K

monthly sales, up from a ceiling of \$15,000

+167%

growth in monthly revenue

\$5K

monthly ad spend, the top of the previous budget range

8x

sales returned for every dollar spent on ads

THE CHALLENGE

A growth ceiling that more budget couldn't break

Turbo Tech was spending \$3,000 to \$5,000 a month on ads, yet sales never went past \$15,000. However the campaigns were adjusted, the number didn't move. The brand needed to know what was holding it back before spending any more.

Spend without scale

Raising the budget didn't raise revenue in step. That pointed to how the campaigns were built, not a lack of demand.

Gaps in the account

There was no system for bringing back interested visitors, expanding keywords or testing new ad creative.

Risk of pulling back

Without a clear diagnosis, the brand faced two bad options: keep spending with little return, or cut back and stop growing.

The real problem wasn't the budget. It was strategy, campaign structure and the discipline to optimise every day.

THE SOLUTION

Audit first, then four pillars of growth

We started with a full audit of Turbo Tech's account structure, campaign history and audience data to find exactly where value was being lost. The new strategy was built on what we found.

01

Performance Max optimisation

Rebuilt Performance Max campaigns so budget flows across Google's full inventory, guided by live signals rather than fixed targeting.

02

Search campaign expansion

New search campaigns built on high-intent keyword research, reaching buyers at the moment they look for car parts.

03

Retargeting strategy

A structured layer to re-engage visitors who showed interest but didn't buy, recovering sales earlier campaigns left behind.

04

Creative and daily optimisation

Ongoing tests to find the best-performing ads, with bids, budgets and targeting adjusted daily from live data.

REACH

One budget, working across all of Google

Performance Max puts Turbo Tech's products in front of buyers wherever they are on Google, with spend moving to the placements that sell.

Search	Shopping	Display	YouTube	Gmail
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HOW IT RUNS

Not a one-time setup

Results came from a repeating cycle, run every day across the engagement.

1

Read live data

Check how each campaign, keyword and audience performed against sales.

2

Shift budget

Move spend towards what's converting and away from what isn't.

3

Adjust bids and targeting

Tune bids and audiences daily instead of waiting for periodic reviews.

4

Test creative

Run new ad variations and keep the ones that perform best.

5

Expand keywords

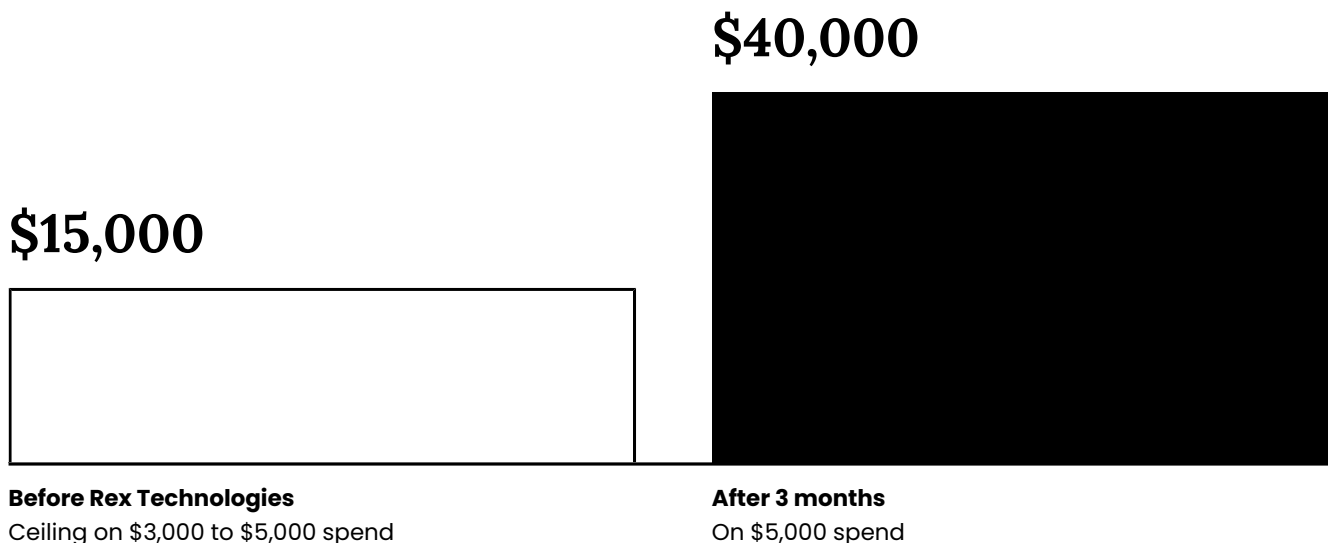
Add high-intent search terms as new buying patterns show up.

6

Re-engage

Bring warm visitors back with retargeting until they convert.

MONTHLY SALES



THE OUTCOME

What changed for Turbo Tech

METRIC	BEFORE	AFTER 3 MONTHS
Monthly ad spend	\$3,000 to \$5,000	\$5,000
Monthly sales	Capped at \$15,000	\$40,000
Revenue growth	Stalled	+167%
Sales per \$1 of ad spend	\$3 at a \$5,000 budget	\$8
Campaign approach	No retargeting, keyword expansion or creative testing	Four-pillar strategy, optimised daily

“Scale is unlocked by strategy, not just spend.”

By rebuilding campaign structure, adding retargeting and optimising every day, Turbo Tech turned a stuck budget into a growth engine, reaching 2.7 times the monthly sales at the same \$5,000 spend.

HOW WE WORKED

Diagnose before spending

A full account audit showed where money was being lost before we changed anything.

Structure over budget

We fixed how campaigns were built instead of simply asking for more ad spend.

Every day, not every month

Hands-on daily management kept campaigns responding to live results.

BUILT WITH

Google Ads

Performance Max

Search campaigns

Retargeting

Creative testing

WORK WITH US

Ad spend stuck at a ceiling?

Rex Technologies LLC runs performance marketing and Google Ads for e-commerce brands across the UK, the Gulf and North America. Tell us what you spend and what it returns, and we'll show you where the growth is hiding.

rextechnologiesllc.com