

PERFORMANCE CASE STUDY

American Radiator

Client: Leading Distributor of Truck Radiators | Location: Des Moines, IA

Covenant Advertising partnered with American Radiator to improve Google Ads performance, increase purchases, and strengthen return on ad spend. Through account restructuring, audience refinement, and smarter bidding strategies, the account moved from barely above break-even to producing stronger, more efficient revenue growth.



The Challenge

Before partnering with Covenant, American Radiator was facing several key paid advertising challenges:

- **Declining Performance:** The account had recently seen a significant drop in results and was barely above break-even.
- **Inefficient Account Structure:** Campaigns were split too broadly, making optimization slower and less effective.
- **Limited Algorithm Guidance:** Google Ads did not have enough clean audience and conversion signals to properly optimize performance.
- **Need for Stronger ROAS:** The main goal was to improve ROI/ROAS while continuing to scale e-commerce sales.

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The Covenant Solution

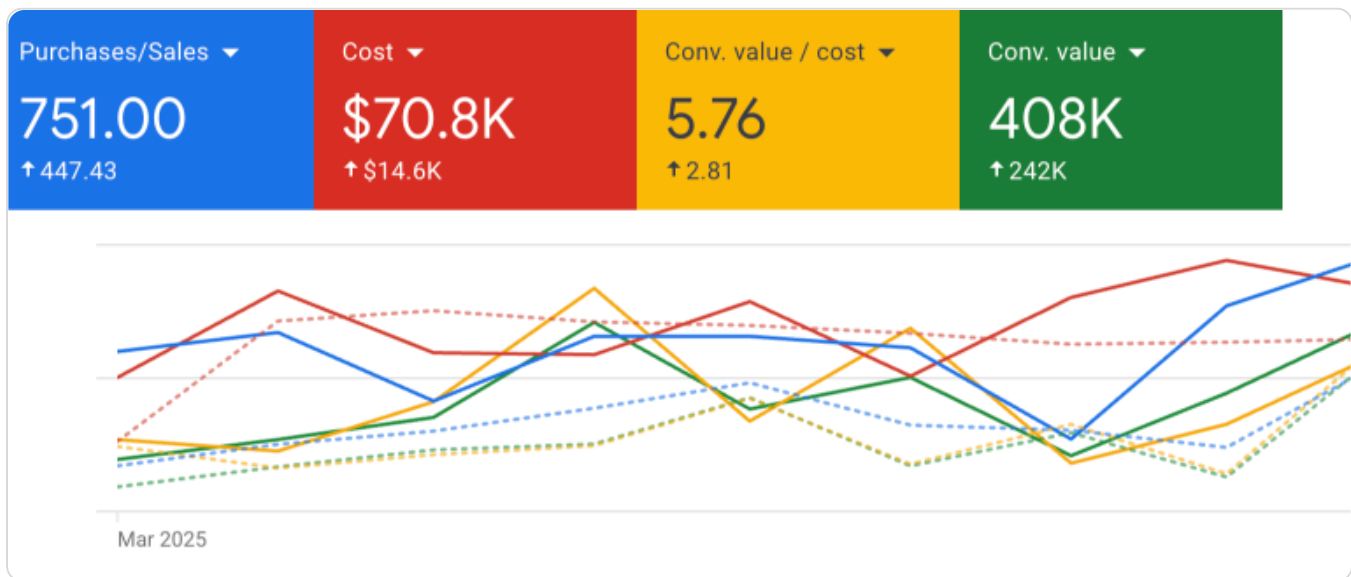
Covenant focused on improving the foundation of the Google Ads account while giving the algorithm better data to work with, resulting in stronger performance insights and increased client confidence in their Google Ads investment.

Audience Refinement: Built audience exclusions using GA4 and Google Ads data to provide cleaner, more relevant signals to the algorithm.

Campaign Optimization: Removed inefficient campaign structures and reallocated budget toward areas with stronger conversion potential.

Smarter Bidding Strategy: Shifted away from less efficient bidding and moved toward Maximize Conversion Value with Target ROAS to better support profitable growth.

Performance Monitoring: Continued to review purchases, conversion value, cost, and ROAS to make strategic adjustments as the account scaled.



“Working with the team has been an outstanding experience. Their professionalism, communication, and results have far exceeded our expectations. The difference was almost immediate — results began improving within the first few weeks, and we continued to see steady, measurable growth month after month.”

— AMERICAN RADIATOR, BBB VERIFIED REVIEW

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Key Performance Indicators

Key performance indicators help measure paid advertising success, track growth over time, and identify opportunities to improve return on ad spend.

751

PURCHASES/SALES

↑ **147% Increase**

\$408K

CONVERSION VALUE

↑ **245% Increase**

5.76

CONV. VALUE / COST

↑ **195% Increase**

Performance Metric	Before Covenant	With Covenant	Change	June 2026
Purchases/Sales	303.57	751	147%	73
Cost	\$56.2K	\$70.8K	125%	4.71K
Conv. Value / Cost	2.95	5.76	195%	9.79
Conversion Value	\$166K	\$408K	245%	46.1K

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