

# Method Race Wheels Increased Their Conversions By 152% By Restructuring Their Top of Funnel Facebook Campaigns

Method Race Wheels designs, develops, and distributes high performance wheels and accessories for race and street applications. Method Race Wheels is committed to providing the finest quality products with the most complete line-up of off-road race wheels for trucks, buggies, rock crawlers, short course, rally, and UTV's, as well as street wheels for truck, Jeep, and SUV applications.

Method Race Wheels resourced Search Bloom to help them increase their conversions on both Facebook and Google campaigns. After setting up their KPI goals, Search Bloom went straight to work with Method Race Wheels to surpass their goals. By working together, **Method Race Wheels saw a 152% increase to their top of funnel purchases, a 90% decrease in Facebook top of funnel CPA, and a 12% increase in video view rates on Google.** These results were achieved by restructuring Facebook's top of funnel campaign, restructuring the brand campaign on Google, and A/B testing Facebook ad copy.

## The Results

↑ **152%**  
Increase in Conversions

↓ **90%**  
Decrease in CPA

### How We Did It:

- Restructured TOFU Facebook Campaigns
- Restructured Google Brand Campaign
- A/B Testing Facebook Ad Copy
- Refined Facebook Funnel Structure

