



Keller Heartt

Why

For 80 years running, Keller Heartt is a full-service lubrication provider in the Midwest. They're a leading bulk oil and lubrication distributor for brands like Shell, WD-40, American Lubrication, as well as an in-house brand called TRUEGARD.

How

Keller Heartt initially tapped Irish Titan to solve some back-end problems on their Shopify platform. We took over from another agency that wasn't delivering what Keller Heartt needed.

Over time, we've become a trusted partner, expanding the scope of our work together to include PPC, email campaign management and creation, full Shopify management, eBay and Walmart paid media management, and more.

What

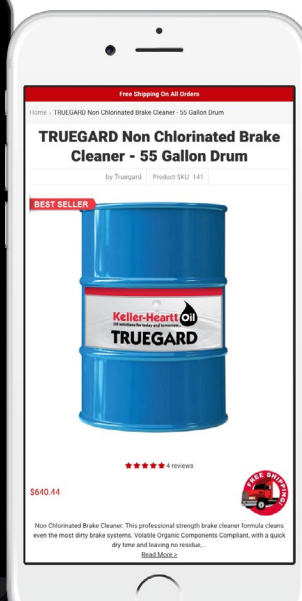
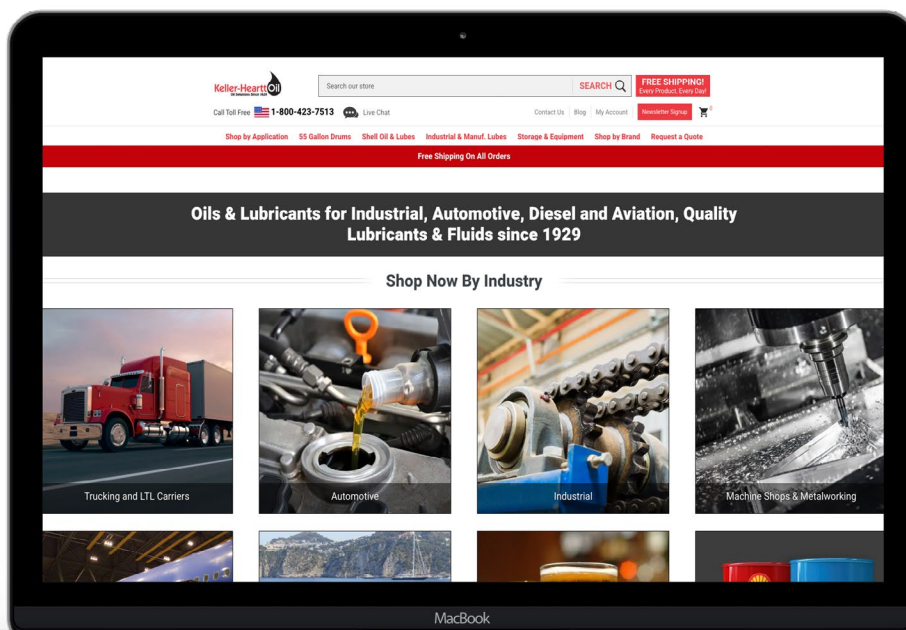
We worked closely with their team to optimize their ad spends across platforms, including specific campaigns targeted to industry verticals. We replaced Marketo with Klaviyo and implemented email marketing automation that saved massive amounts of time and drove abandon cart revenue, repeat business, and specific deals. We continued to manage their Shopify platform (our original assignment) and improved their backend with better information sync across their systems.

SCOPE

- Paid Media Management
- Ongoing Spend Optimization
- Omnichannel Management
- Development Support

INDUSTRY

Retail



Results

Since taking over management of Keller Heartt's properties, Irish Titan has continuously demonstrated excellent decision making, ad placements, and return on investment. Keller Heartt has continued to expand the access, management, and ownership of marketing activities to Irish Titan as we continue to perform well.

23x

Overall Return
on Investment

+13x

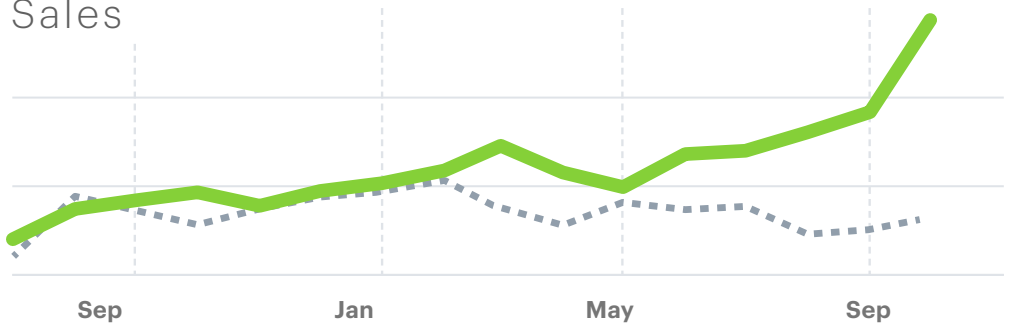
Return on
Klaviyo in the
first 30 days

5 Figure Return

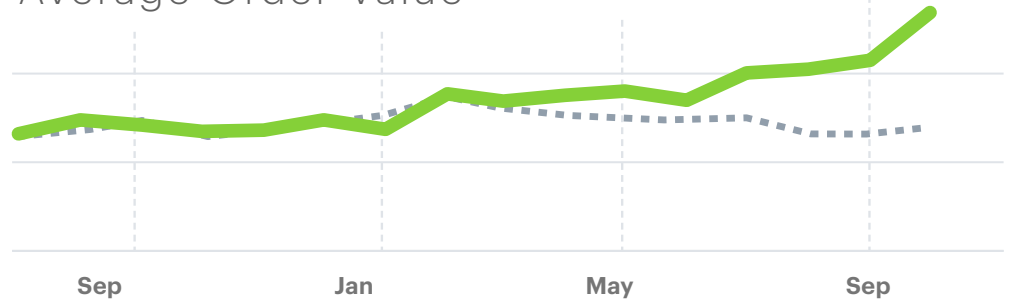
+55%

Boost in
sales

Sales



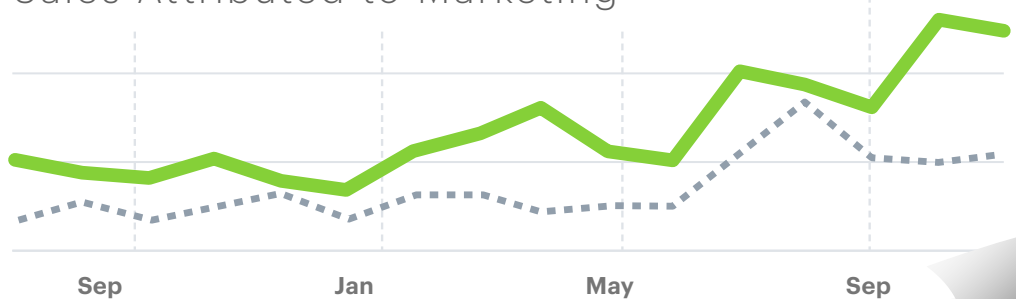
Average Order Value



+22%

Increase in AOV
to \$877.43

Sales Attributed to Marketing



+87%

Lift in Sales
Attributed
to Marketing

■ Before we took over

■ After we took over