

CASE STUDY

AUSTRALIA

CAR PARTS AND LIGHTING

Blckline Automotive

ZERO SALES TO **A\$4,162** IN REVENUE IN 45 DAYS.

Blckline sells premium aftermarket lighting from Melbourne. At launch there were no sales, no tracking and no presence on Google. We built the whole engine: tracking, Google, the store and full-funnel Meta ads.

A\$4,162

REVENUE

In 45 days, from zero

A\$631

AD SPEND

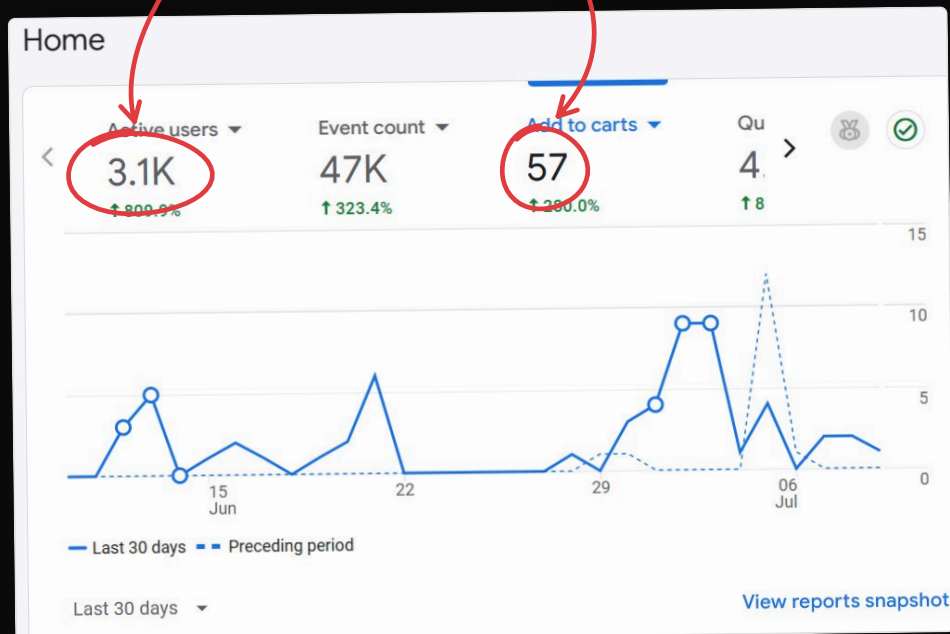
Total, same 45 days

10+

PAID ORDERS

A\$322 to A\$2,699 each

3.1K users, 57 add-to-carts



Google Analytics, last 30 days.

THE STARTING POINT

A BRAND-NEW STORE WITH NO ENGINE.

Zero sales

Minimal traffic at launch and no online recognition.

No tracking

No conversion tracking or retargeting in place.

Not on Google

No presence on search engines or local directories.

Unoptimized store

Product pages weren't built to convert, and there was no structured advertising.

WHAT WE DID

BUILT IT FROM THE GROUND UP.

01

TRACKING AND GOOGLE, SET UP PROPERLY

GA4 with full event tracking (add to cart, checkout steps, purchases), Google Merchant Center with product feeds, an optimized Google Business Profile, and listings on Australian directories.

02

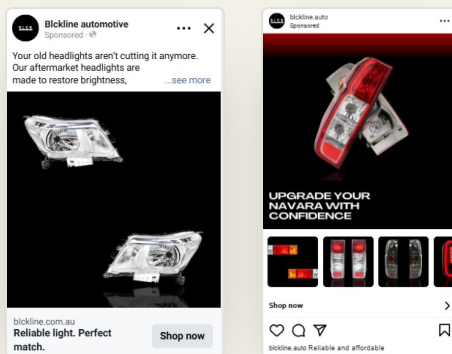
A STORE BUILT TO RANK AND CONVERT

Branded metadata, schema and local signals, SEO content for category pages like aftermarket headlights and LED tail lights, and a fast, mobile-first Shopify experience.

03

FULL-FUNNEL META ADS

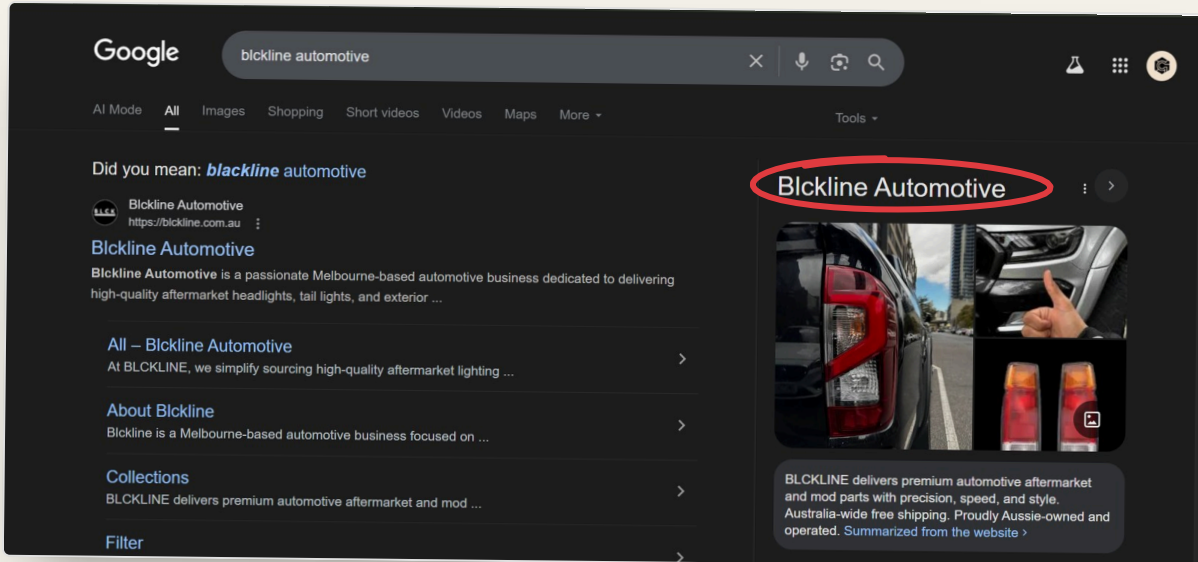
Before-and-after creative, prospecting to auto enthusiasts, Hilux owners and 4x4 modders, and retargeting for viewers, cart abandoners and engagers.



Meta ads we made for Blckline.

THE RECEIPTS

FROM INVISIBLE TO RANKED.



Knowledge Panel in 30 days

Google search for "bickline automotive".

METRIC	RESULT	GROWTH
Active users	3.1K	Up 809.9%
Event count	47K	Up 323.4%
Add-to-carts	57	Up 280%
Paid orders	10+	From zero
Order value	A\$322 to 2,699	High-ticket orders



Launched with zero presence and sales started coming in way sooner than expected. Ad spend was working from early on, which was the main thing for us.

TEAM, BLCKLINE AUTOMOTIVE

WHAT MADE IT WORK

01

Build the engine, not just ads.

Tracking, Google, the store and Meta ads were built together.

02

Get on Google fast.

A Google Knowledge Panel appeared within the first 30 days.

03

Speak to the enthusiast.

Before-and-after creative aimed at Hilux owners and 4x4 modders.

YOUR ADS GET CLICKS. NOT ORDERS?

Book a free growth audit and we'll show you where your store is losing the sale.

Contact us →

or email team@gogrowth.co

WHAT IT IS

A live call with a senior strategist

WHEN

One call, booked in US hours

YOU LEAVE WITH

Your biggest leaks and what to fix first

PRICE

Free