

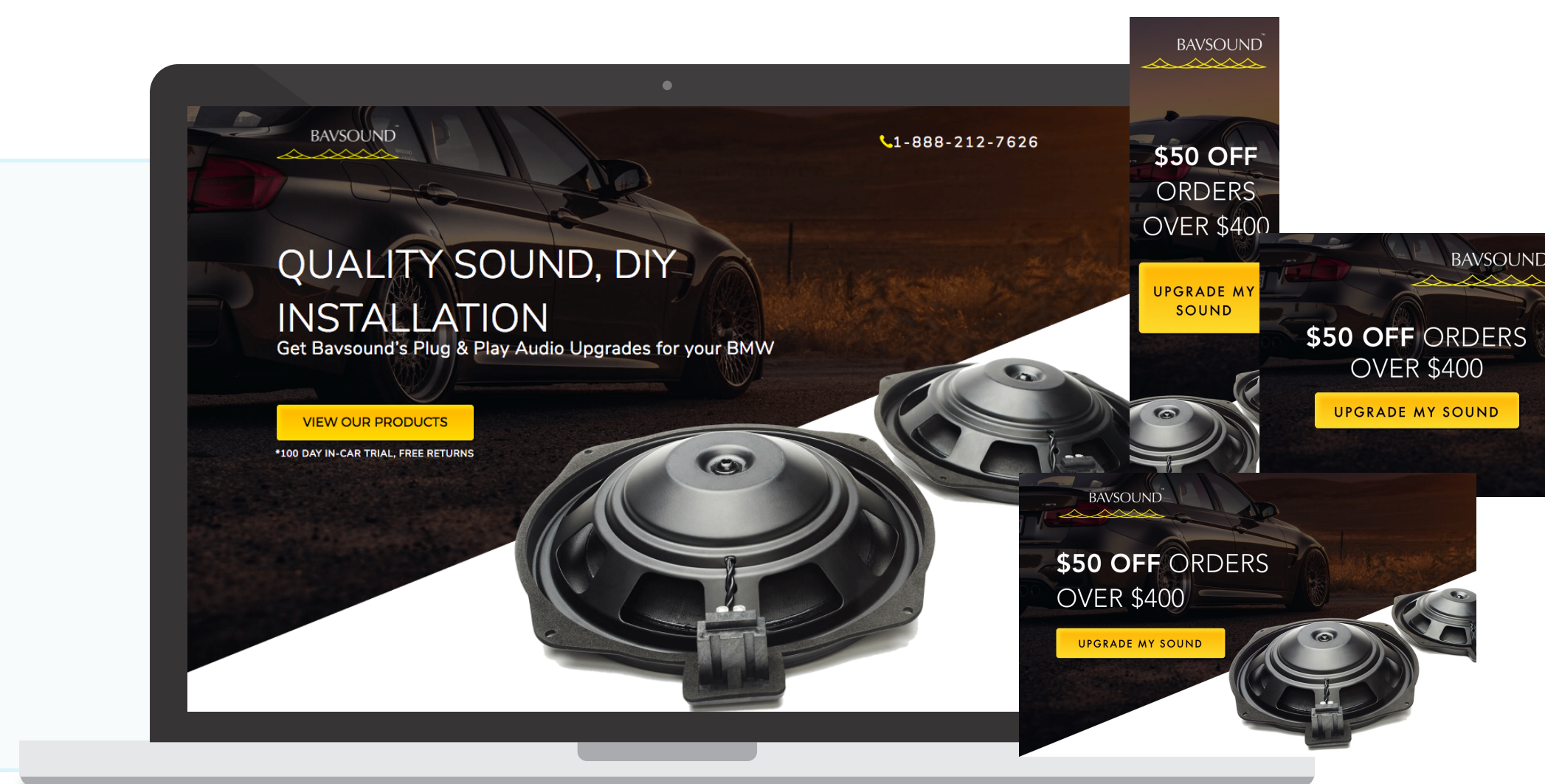
How Bavsound Grew Their ROAS by 68% In Under 3 Months

Bavsound focuses entirely on engineering the world's easiest, most effective audio upgrades specific for BMWs. In February, Bavsound was looking for assistance on growing their Return On Ad Spend (ROAS) from Paid Search. Working together, we created new campaigns, optimized shopping traffic, and built new landing pages to conquer the task at hand.

By the end of April, our cost per transaction dropped 77%, and unique transactions increased by over 25%. In under 3 months, we were able to increase the overall Return On Ad Spend by 68%. We achieved this by granulating non-brand targeting and by using scripts to clean up vast amounts of shopping campaign search queries.

How We Did It:

- Single Keyword Ad Groups
- Script Analysis on Search Terms
- Specific BMW Model Targeting/Ad Copy
- Custom Built Landing Pages



The Results

↑ **68%**
Increase of Return On Ad Spend

↑ **25%**
Increase in Unique Transactions

↓ **77%**
Decrease in Cost per Transaction

↓ **20%**
Decrease in Ad Spend



“Over the course of 14 years in the e-commerce world, I've worked with a number of advertising agencies specializing in PPC and digital marketing. None have come even close to the level of performance, professionalism, consistency, communication, or any other metric you'd like to measure as the team at KlientBoost. They have been, in a word, extraordinary. And I simply HAVE to give a shout out to Jon Maher, my account manager. He's so on top of things it's almost like the man has ESP. Seriously... I know I sound like a shill, but don't hesitate to sign these guys on. They're incredible.”

Micah Cranman, CEO | Bavsound