

How BestSelf Increased Revenue 243%

BestSelf is the #1 tool for personal development. Their mission is to help customers find work-life harmony, think bigger, achieve more, and spark deeper connections.

BestSelf had big goals to achieve with their PPC efforts. Using tactics such as the Gold Pan Technique, Single Keyword Ad Groups, and Dynamic Responsive Display Remarketing, we were able to achieve a **ROAS of 77%** while decreasing cost per acquisition by **39%**.

The Results

↑ **77%**
Increase in ROAS

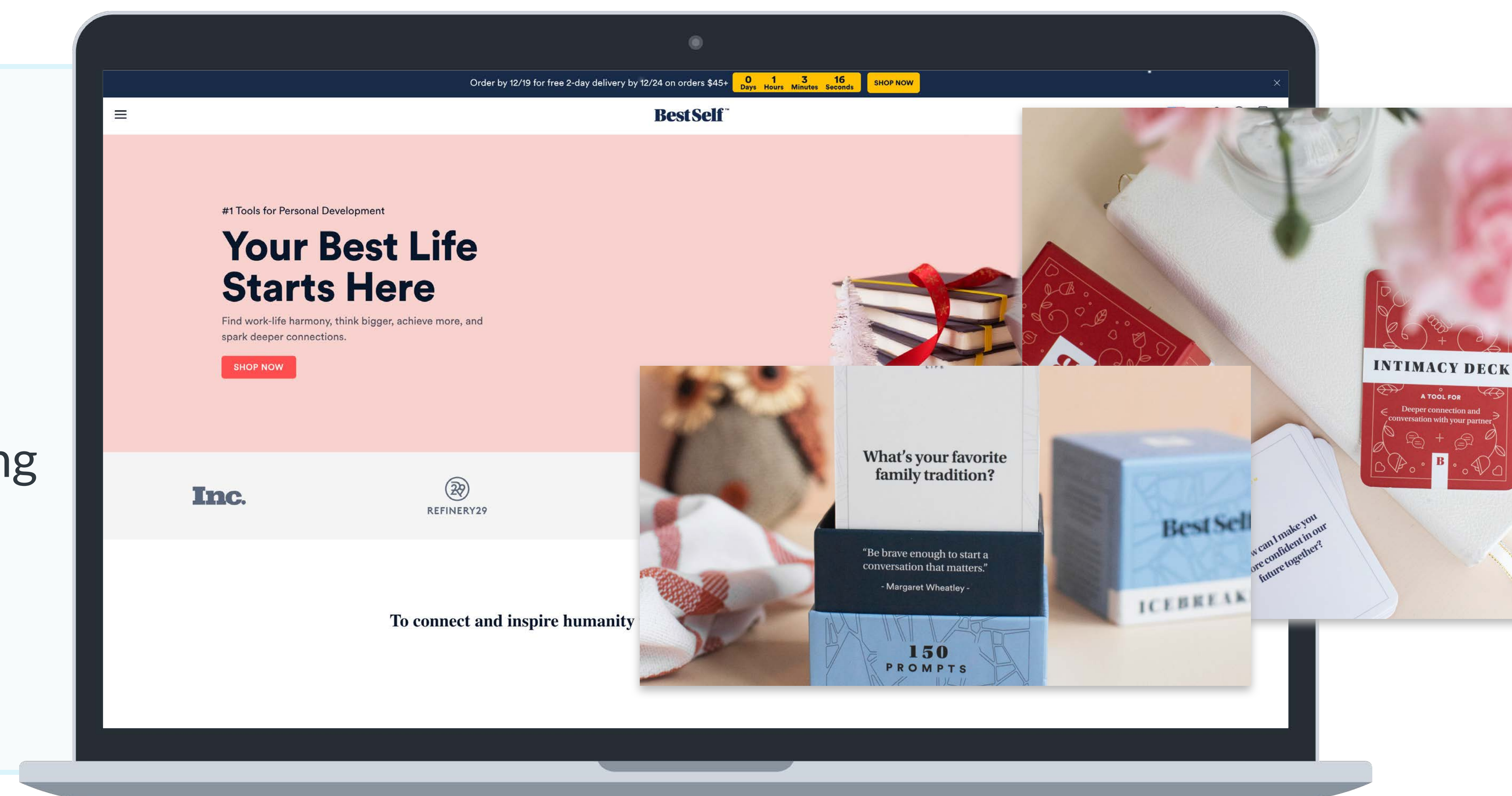
↑ **243%**
Increase in Revenue

↑ **216%**
Increase in Conversion Volume

↓ **39%**
Decrease in Cost per Acquisition

How We Did It:

- Single Keyword Ad Groups
- Gold Pan Shopping Campaign
- Responsive & Dynamic Display Remarketing
- Implemented New ETA Format
- Responsive Search Ads



I am a huge fan of KlientBoost and from the beginning was very excited to start working with them. They continued to deliver and bring strategies that improved metrics and most importantly, made us more money.

James Bake - Head of Marketing | BestSelf