

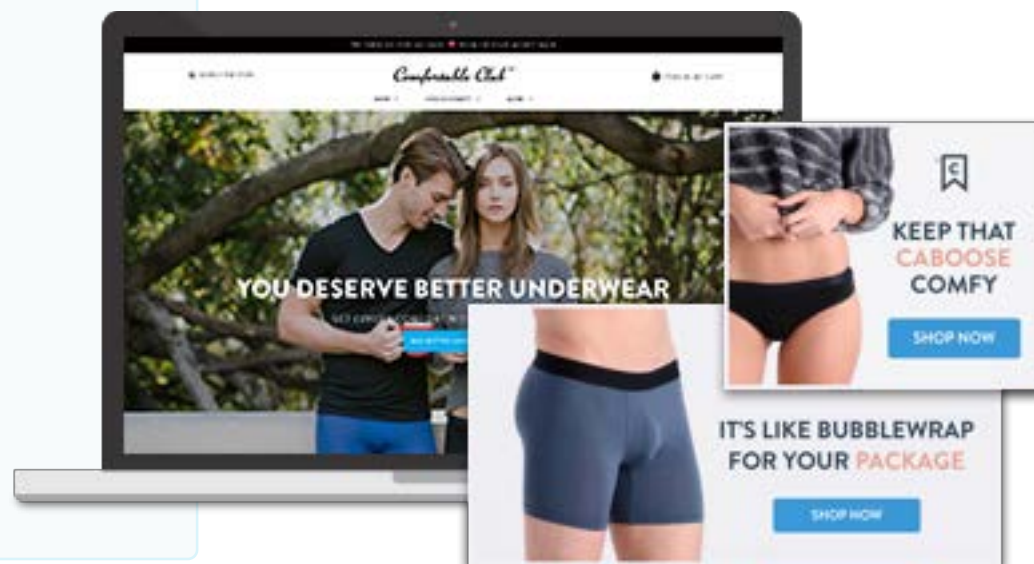
# How Comfortable Club Launched PPC Campaigns That Consistently Doubled Their Conversions

Comfortable Club exists for two purposes: to make nice, insanely-comfortable underwear and lounge apparel, and to provide them at an affordable price.

Before working with KlientBoost, Comfortable Club did not have any PPC efforts in place and needed help launching their PPC campaigns. Conversions consistently **doubled month-to-month** while continually lowering CPA.

## How We Did It:

- Google AdWords
- Facebook Ads
- Iceberg Effect
- Merchant-Center Promotions
- Custom Designed Banners
- Conversion Focused Copywriting



## The Results

↑ **434%**  
Increase in Conversion Volume

↓ **35%**  
Decrease in Cost per Acquisition

↑ **27%**  
Increase in Return on Investment

↑ **525%**  
Increase in Coupon Redemptions



*"After just coming off of my kick-starter campaign, I needed help getting my name out there. People loved my product, but no one had heard of me. KlientBoost helped me hit the ground running. They helped put a strategy in place and executed that strategy. No matter what stage you are in your company, the KB team will be able to help you out!"*

**Mike Madrid, Founder | Comfortable Club**