

Creepy Co. Calls on KlientBoost for a Fresh Approach—and RESULTS

Creepy Co. is a company known for releasing horror and Halloween-themed enamel pins and other accessories, as well as apparel, toys, collectibles, and decor.

Creepy Co.'s digital agency had been delivering stagnant social media and PPC results prior to KlientBoost coming on board. KlientBoost brought fresh ideas to the table and delivered high-impact performance immediately. Facebook saw a 55% decrease in cost per sale while return on ad spend (ROAS) saw a massive improvement as well. Continuous improvements are still happening.

How We Did It:

- Facebook Power 5 Structure
- Better Lookalike Audiences
- Smart Shopping Diversification
- Dynamic Search Ad Improvements



The Results

↓ **55%**
Decrease in CPA

↑ **82%**
Increase in Sales

↑ **258%**
Increase in ROAS



"I've had the pleasure of working with KlientBoost twice now. In both instances they were brought in to replace incumbent agencies who had plateaued, having seemingly run out of ideas on new ways to improve performance. KlientBoost brought a professional and organized approach to our account and quickly delivered significant improvements to both our social and PPC programs."

Chris Badali – Chief Financial Officer | Creepy Co.