

# How Crush Groovin Increased Revenue 57% With Facebook

Crush Groovin is an online retailer selling apparel ranging from trucker hats to sunglasses all the way to ski beanies. More specifically, they believe in rocking a “casually extreme” style with neon apparel that takes you back to being a cool kid on the block in the 90s.

Before starting with KlientBoost, Crush Groovin was lacking in their strategy for Facebook and needed help getting starting their new Facebook campaigns. Starting fresh, we were able to increase revenue by 57% while also increasing ROAS by 22%.

## The Results

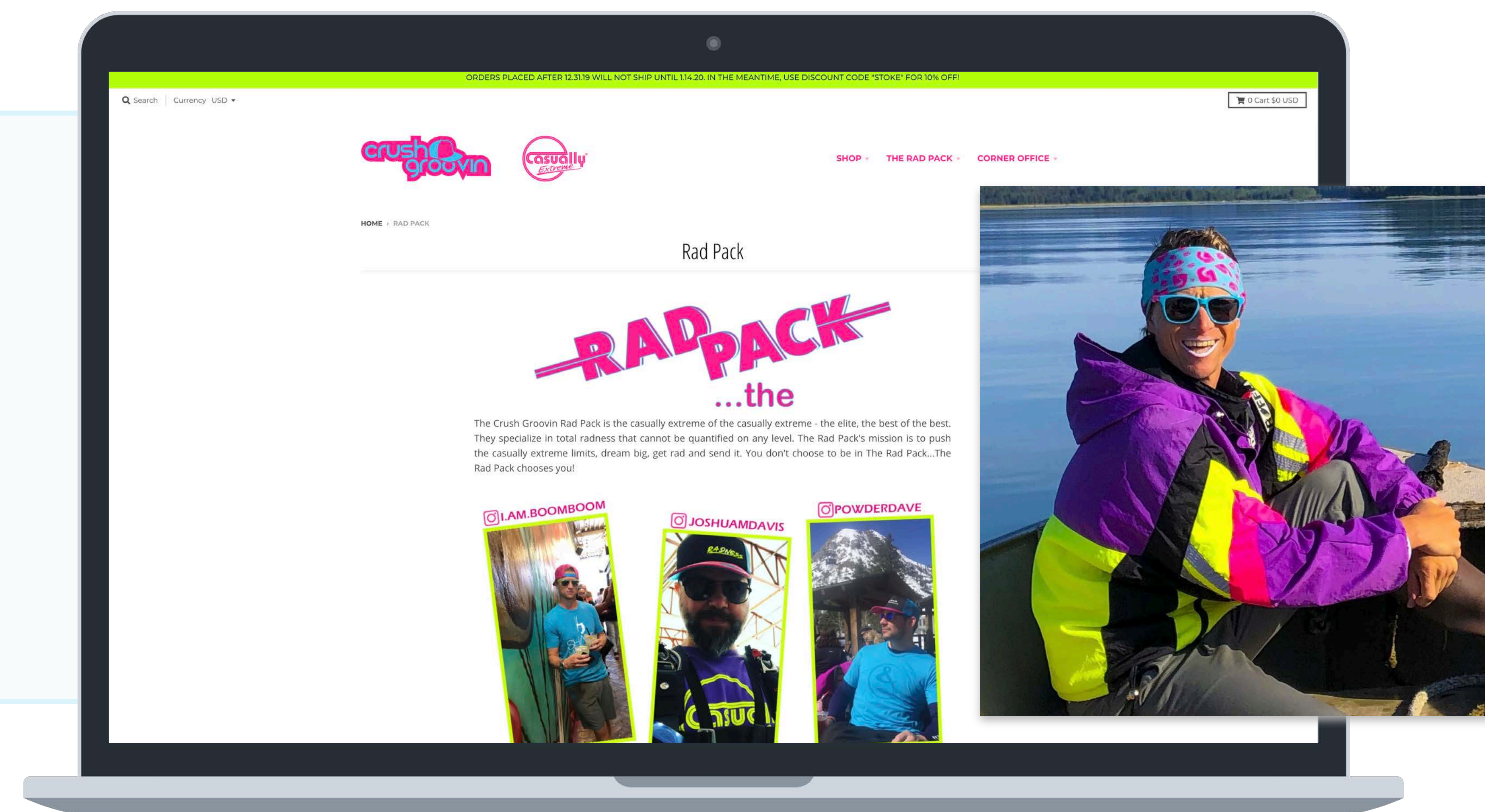
↑ **22%**  
Increase in ROAS

↑ **57%**  
Increase in Revenue

↑ **62%**  
Increase in Purchases

### How We Did It:

- Facebook Power 5
- Facebook Catalog Ads
- Facebook Saved Audiences
- Facebook Lookalike Audiences



“Things started off with KlientBoost very smooth and I felt confident in the team I was provided with. Since we were new to Facebook, we were looking for a fresh perspective and wanted an approach that we would see revenue from and KlientBoost was able to do that for us!”

**Seth Therrien (Boom Boom) - Important Decision Maker | Crush Groovin LLC**