

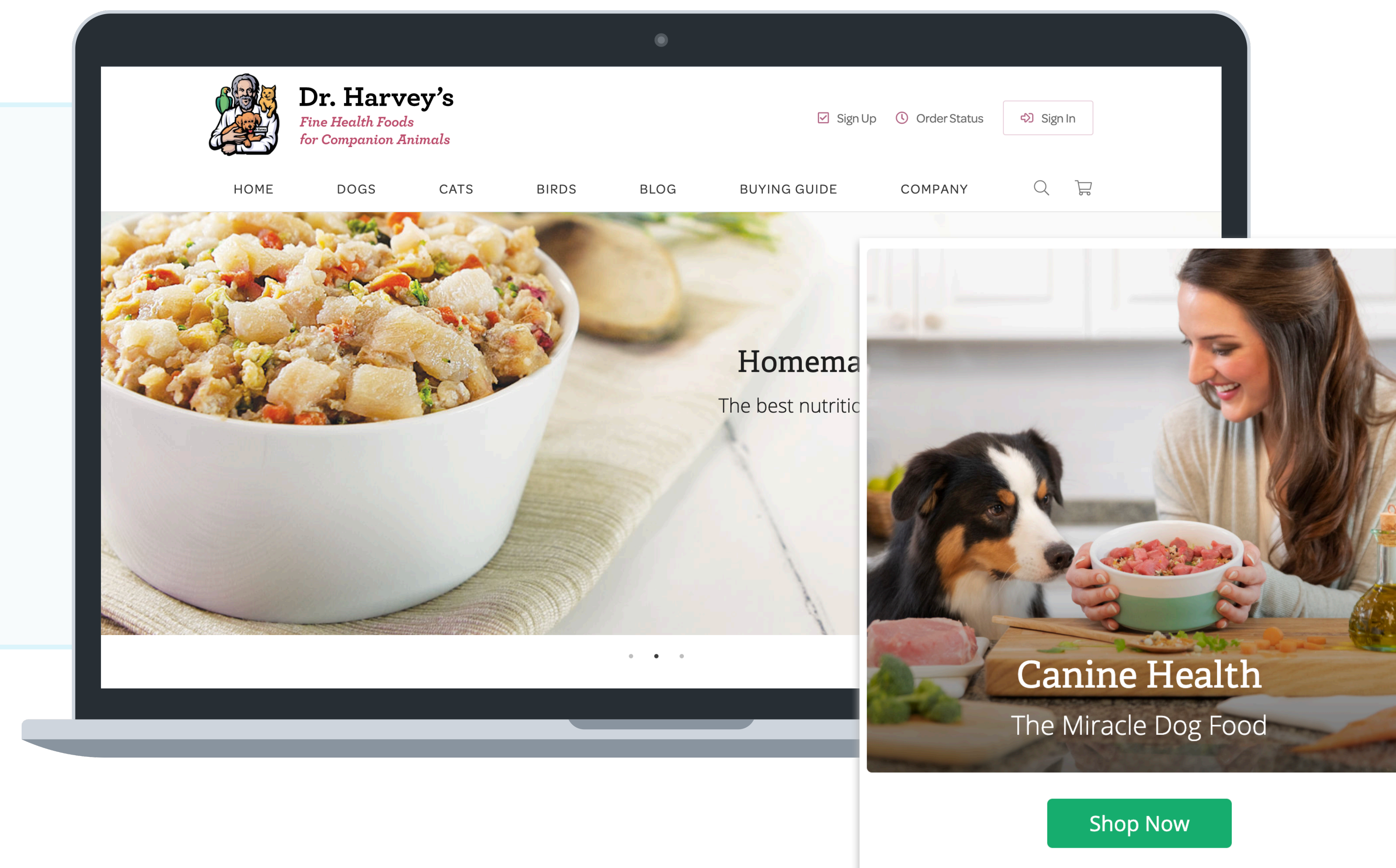
How Dr. Harvey's Increased Conversions on Google While Bringing Down Cost Per Acquisition

Dr. Harvey's Healthy Formulations makes fine health food & safe all-natural care products for companion animals. Their products include all-natural foods, chemical-free grooming essentials, nutritious treats and chews, and essential vitamins and supplements to keep your animal companions healthy and happy.

Dr. Harvey's wanted KlientBoost to take over their Google campaigns after struggling to scale as much as they'd like to. Using Single Keyword Ad Groups, RLSA Campaigns, and other Google Search strategies, they saw a **24% increase in conversion volume** while seeing a **19% decrease in cost per acquisition**.

How We Did It:

- Single Keyword Ad Groups
- RLSA Campaigns
- Smart Bidding Strategies
- A/B Testing Ad Copy



"We saw great results after signing up with KlientBoost. What stood out to me was how proactive the team was to pivot once they saw an idea that wasn't working. Because of this, we've been able to scale to levels we've never been before!"

Ty Cohen - Director of Design & Technology | Dr. Harvey's

The Results



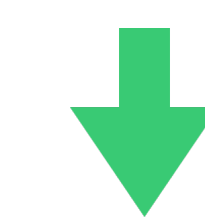
24%

Increase in Conversion Volume



25%

Increase in Click-Through Rate



19%

Decrease in Cost per Acquisition



13%

Decrease in Cost per Click