

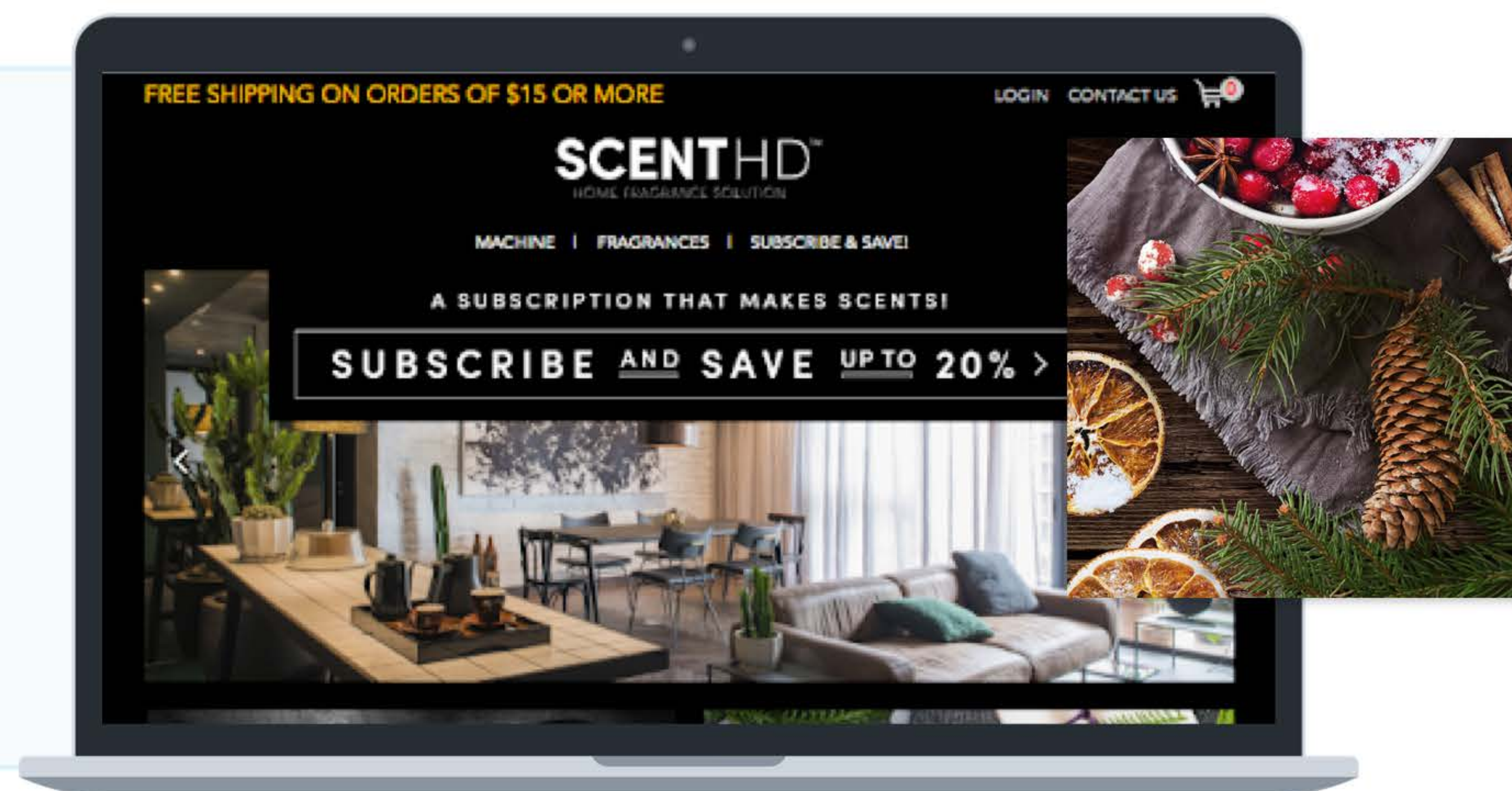
# ScentHD Starts Generating Revenue (Not Just Traffic) With Optimized Shopping Campaigns

ScentHD is a home and lifestyle brand specializing in advanced scent technology. With a portfolio of vivid fragrances from the world's best destinations, they focus on transforming homes into nostalgic, natural, and evocative scenes.

After signing with KlientBoost, ScentHD was able to **reduce their overall ad spend by 63% while still managing to improve their YoY Q4 performance** during the most important eCommerce shopping season. Now, with increased revenue and budget-to-spare, their eCommerce growth going into the future looks all the more promising.

## How We Did It:

- Used Single Keyword Ad Groups
- Optimized Shopping Campaigns
- Layered Audience Targeting
- Negative Keyword Optimization
- Bid Adjustment By Device



“Our previous agency was running traffic-oriented campaigns for our fragrance business which were driving site visits but not resulting in purchases and new subscribers. Klientboost was able to jump right in and use the learnings from those campaigns to quickly restructure our account. We’re now driving the right people to our site resulting in more purchases and subscriptions – at a lower monthly cost than our previous campaigns.”

**Kristen Pollock** - Director of E-commerce | Enviroscents

## The Results

↑ **61%**  
Increase in Revenue

↑ **335%**  
Improvement in ROAS

↑ **70%**  
Increase in Conversion Volume

↓ **78%**  
Decrease in CPA