

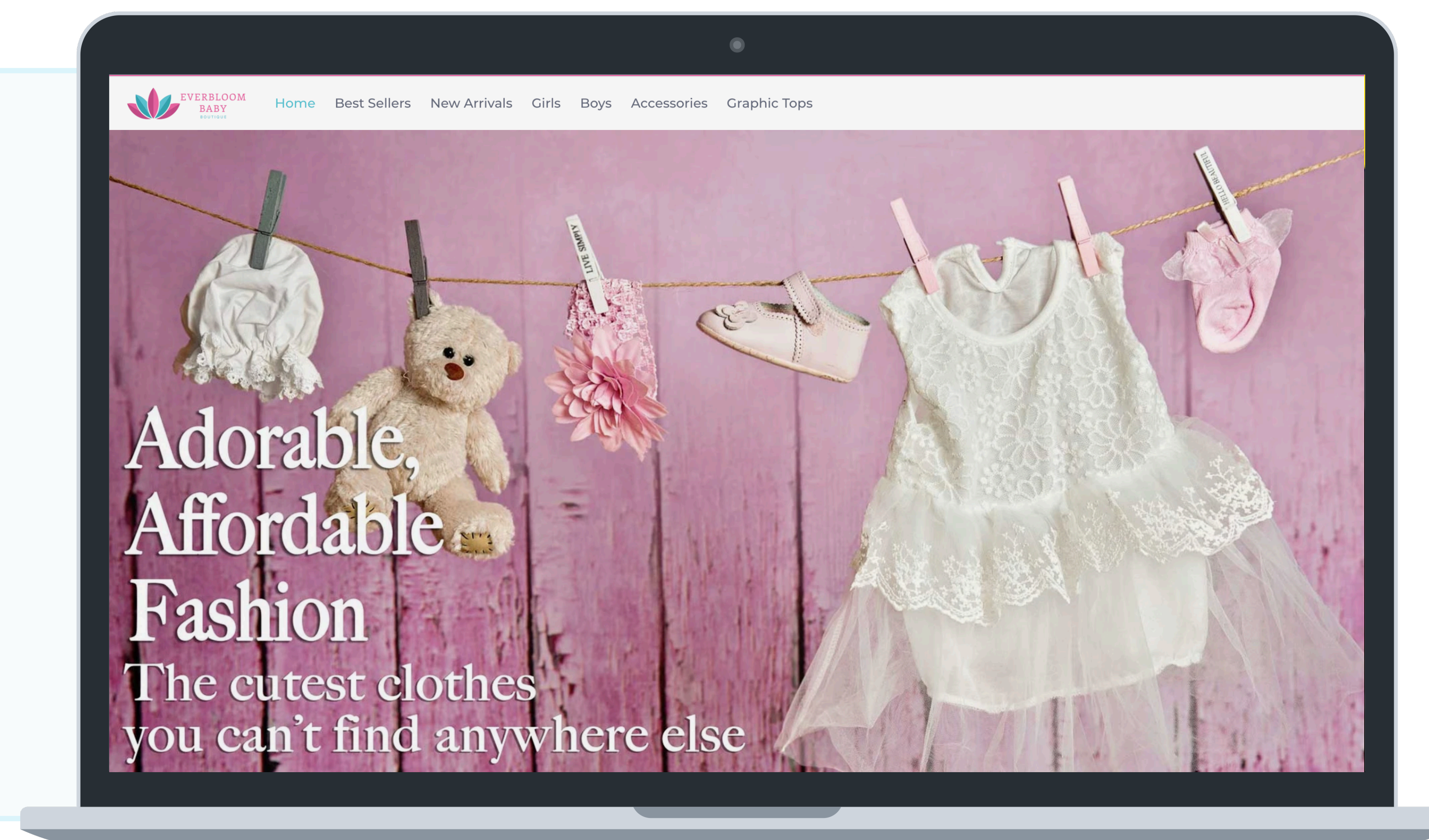
462% Increase in Sales Volume on Facebook Advertising by Tripling Ad Spend and Cutting CPA by 60%

Everbloom Baby is a family-owned eCommerce business providing adorable, affordable children's fashion that you can't find anywhere else, with an easy, enjoyable shopping experience!

Everbloom Baby came to KlientBoost to scale their social media advertising right before the COVID crisis hit. Leveraging a Power 5 Facebook campaign structure and a customer loyalty program, KlientBoost created an ad strategy to match their growing audience's needs. By the end of two months, **Everbloom tripled their ad spend and cut CPA by 60% and saw their sales volume from Facebook Advertising grow by 462%.**

How We Did It:

- Facebook Power 5 Structure
- Continuous Ad Testing
- Ongoing CRO Testing
- Customer Loyalty Program



The Results

↑ **462%**
Increase in Sales

↓ **60%**
Decrease in CPA



"We hired KlientBoost in January to provide support for social media advertising. Unfortunately, we were thrown a curve with the COVID crisis. It disrupted our business and KlientBoost was amazing the way they worked with us. They have helped us pivot. Their flexibility in working with us outside of our original scope went above and beyond!"

William Innes – Lead Photographer/Co Founder | Everbloom Baby