

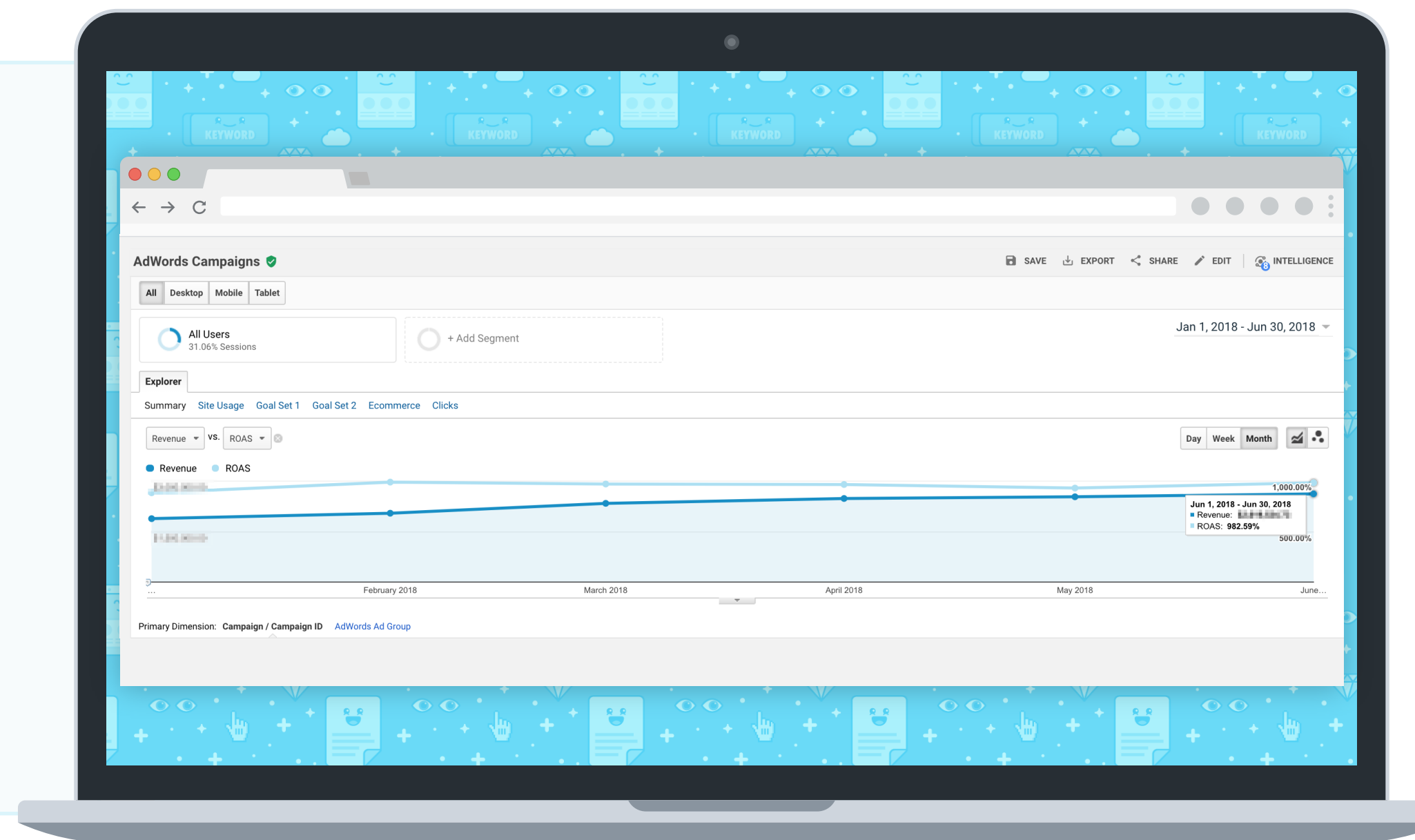
# Fashionphile Generates More Sales With Less Spend Using Intent Level Targeting

Fashionphile is the leading and most trusted source in the secondary market for luxury, vintage, rare, and limited edition handbags.

After working with KlientBoost, Fashionphile has seen a noticeable uptick in their transactions while also seeing a decrease in their Cost-Per-Acquisition (CPA). They've not only seen improvements across the board in terms of PPC metrics, sales, and actual revenue, but their ROAS (the actual return on their ad spend) has improved by 28% — building more and more confidence in their digital campaigns.

## How We Did It:

- Restructured Shopping Campaigns
- Built RLSA Campaigns For Search/ Shopping
- Built SKAGs For Best-Selling Brands
- Restructured Display Remarketing



## The Results

↑ **54%**  
Increase in Revenue  
\*month-over-month

↑ **36%**  
Increase in Transactions

↑ **28%**  
Increase in ROAS

↑ **65%**  
Increase in Sales Leads  
\*lower cost per bag



“When we first signed with KlientBoost we weren't really established in the PPC arena, and we weren't really seeing any results from our digital campaigns. Working together with them we've been able to completely supercharge our digital marketing efforts and take our already solid business to the next level. Great setup really pays off and it shows with our success.”

**Sarah Cheffy** - Director of Digital Marketing & Product Management | Fashionphile