

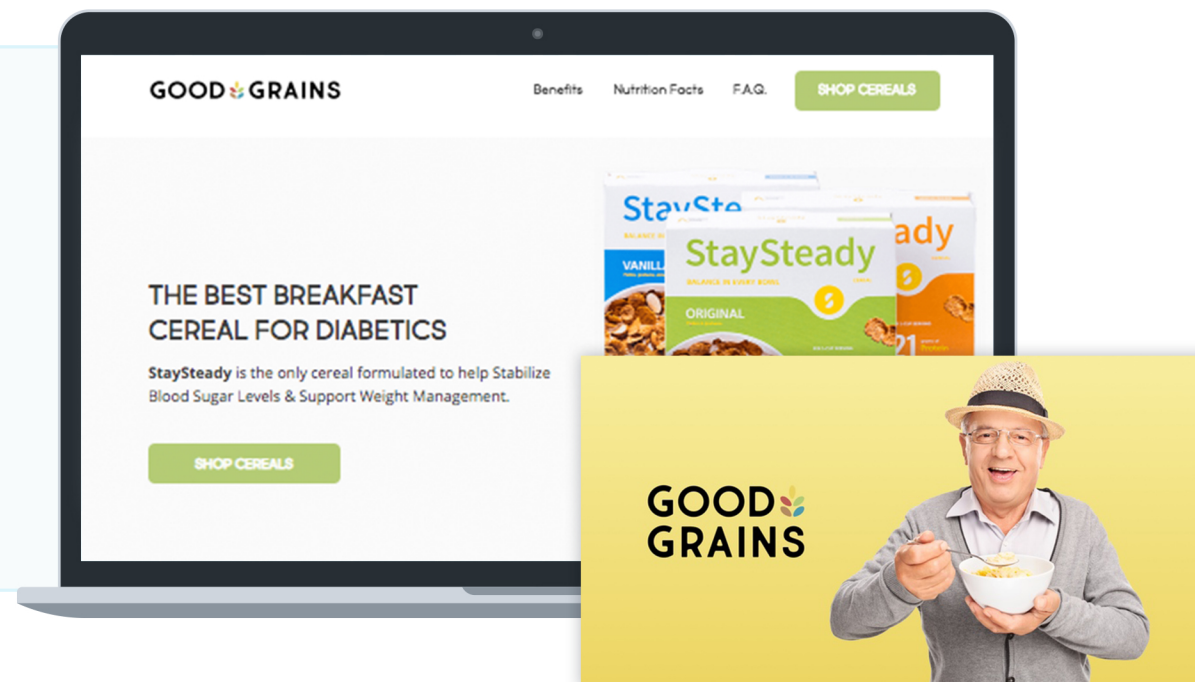
Good Grains Doubles ROAS & Octuples Revenue With Focused PPC & CRO

Good Grains is a cereal/granola/oatmeal manufacturer priding itself in the quality of its ingredients and the convenience it provides customers by offering direct, online shopping.

KlientBoost was tasked by Good Grains with growing their social ad presence and improving the search performance of their paid advertising efforts. The team at Good Grains had previously dealt with some negative agency experiences, so KlientBoost needed to impress. Thus far, KlientBoost has been able to **double the ROAS of Good Grains' search campaigns while also increasing revenue by over 700% year-over-year (YoY).**

How We Did It:

- Using Single Keyword Ad Groups
- Facebook Lookalike Audiences
- Custom Landing Pages
- eCommerce Landing Page CRO



"Working with Bobby, Tyler, and the team has been a game-changer for us. As a former ad-agency owner myself, I understand the value an agency can bring when they truly know their stuff. Having said that, we were just about to give up on digital marketing before KlientBoost came along. We love how they're always focused on improvement and new iterations, on top of that — prioritizing our business model. The team at KlientBoost are hands-down the best digital-marketing/optimization firm I've ever worked with."

Zack Swire - CEO & Co-founder | Good Grains

The Results

↑ **94%**
Increase in Conversion Rate

↑ **200%**
Increase in Google Ads ROAS

↑ **739%**
Increase in Year-Over-Year Revenue

↓ **64%**
Decrease in Google Ads CPA