

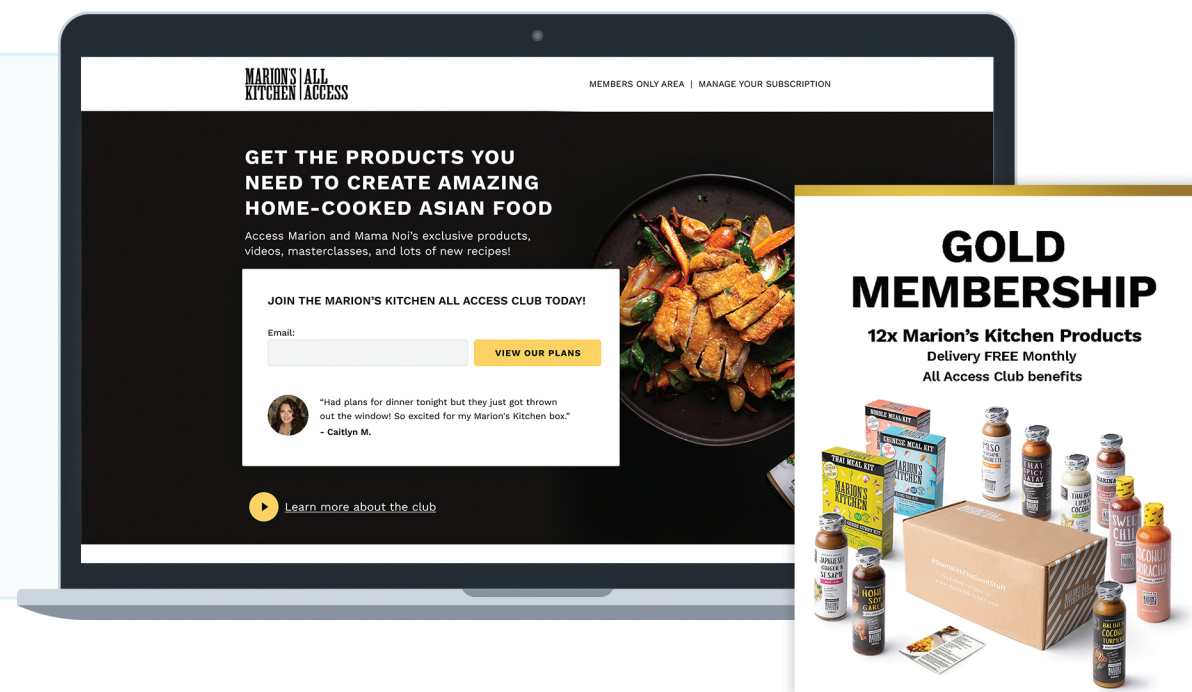
# New eComm Brand Marion's Kitchen Increases Membership Volume by 508% with a Focused CRO Strategy

Marion's Kitchen brings the best flavors of Asia to home kitchens around the world. Marion and her Mum use time-honoured techniques to create a range of tasty food products for people who love eating and living well. Their products are available in the USA, Australia, and New Zealand.

As a new eCommerce brand, Marion's Kitchen was eager to start generating revenue quickly. This required a sound overall conversion-rate optimization (CRO) strategy built around conversion-oriented landing pages. KlientBoost took the lead on both fronts to deliver a conversion rate increase of 100% along with continuous optimization efforts drive ongoing conversion rate improvements.

## How We Did It:

- Facebook Power 5 Structure
- Consistent CRO Testing
- New Ad Creative Testing



## The Results

↑ **508%**  
Increase in Conversions

↓ **52%**  
Decrease in CPA

↑ **100%**  
Increase in Conversion Rate



"KlientBoost has a first-class team who have delivered solid results for our new eCommerce business. Since the beginning of our partnership they've understood our need to move quickly and hit our objectives. I'm pleased we chose them as our CRO and landing page experts and would recommend anyone looking to work with the best to do the same."

**Tim Althaus** – Director | Marion's Kitchen