

How Nebula Increased ROAS Using Demographic Based Targeting and Smart Bidding

Nebula provides in-depth insights on your genomic data, with weekly updates based on the latest scientific discoveries, while protecting your DNA data.

KlientBoost combined it's CRO and PPC efforts to decrease Nebula's CPA by using concise messaging paired with marketing to the right target audience. Through Lookalike audiences, smart bidding, and other tactics, we were able to **decrease CPA by 32% while increasing ROAS by 62%**.

The Results

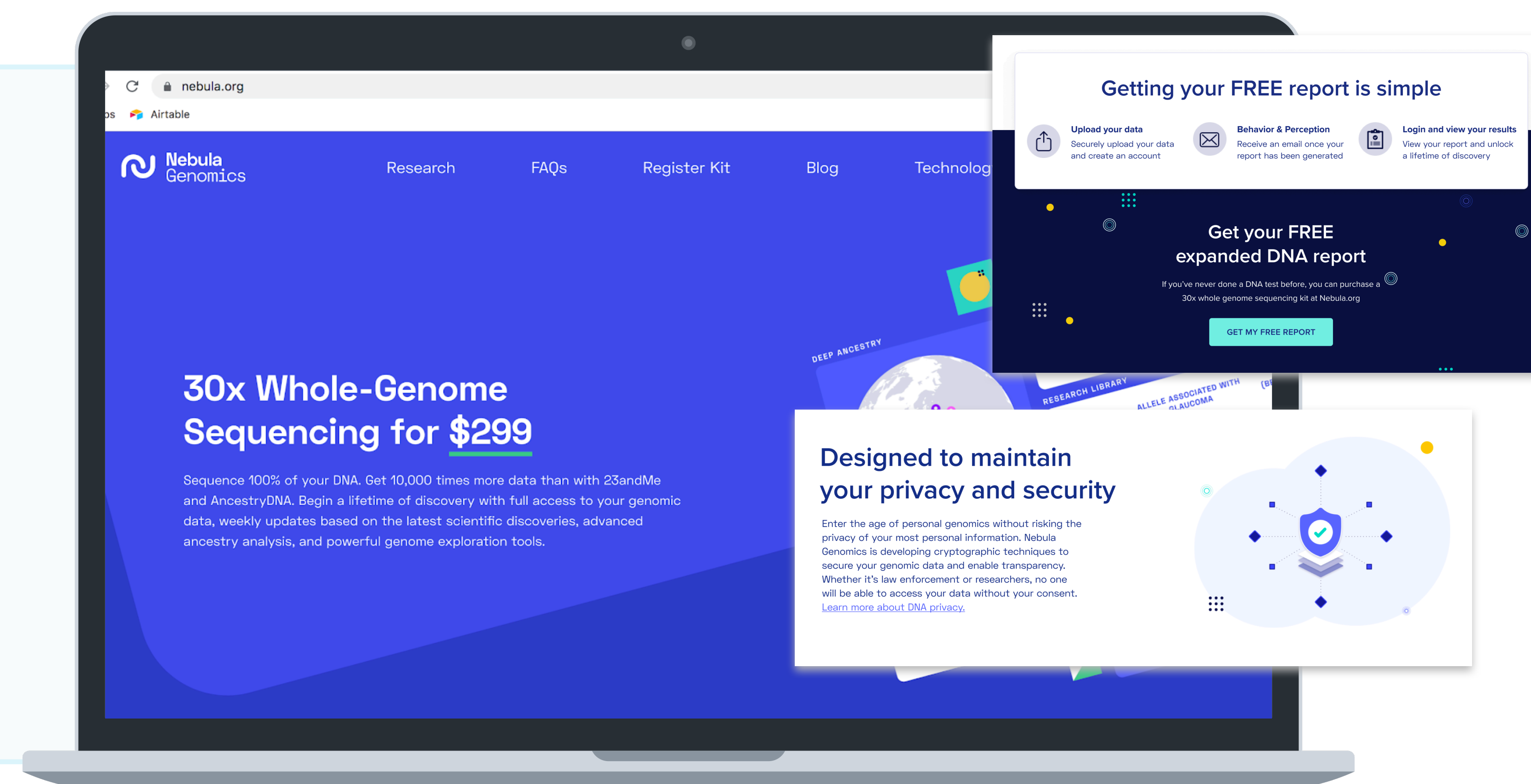
↑ **62%**
Increase in ROAS

↓ **20%**
Decrease in Cost per Conversion

↓ **32%**
Decrease in Cost per Acquisition

How We Did It:

- Saved Audiences
- Lookalike Audiences
- Demographic Based Targeting
- Smart Bidding
- Custom Landing Pages



“The KlientBoost team blew our ROAS out of the water while bringing down CPA. They also really seemed to care about every channel of our business and had a good grasp on making sure their services were profitable for us.”

Brian Donohue - Head of Digital Marketing | Nebula