

# Overnight Prints Grows Year Over Year Returns By Nearly 30% With PPC Campaign Audits & Optimization

Overnight Prints is a premier, print/design business that offers everything from templated prints and cards for businesses, to customized designs, green printing, and even next-day delivery.

Before partnering with KlientBoost, Overnight Prints was struggling to balance the actual sales and ROI numbers generated from their paid advertising campaigns. It's nice to grow sales and revenue from PPC channels, but not at the expense of actual ROI. KlientBoost was able to fix this by eliminating wasteful, low ROAS product campaigns and **increasing YoY ROAS while decreasing ad spend.**

## The Results

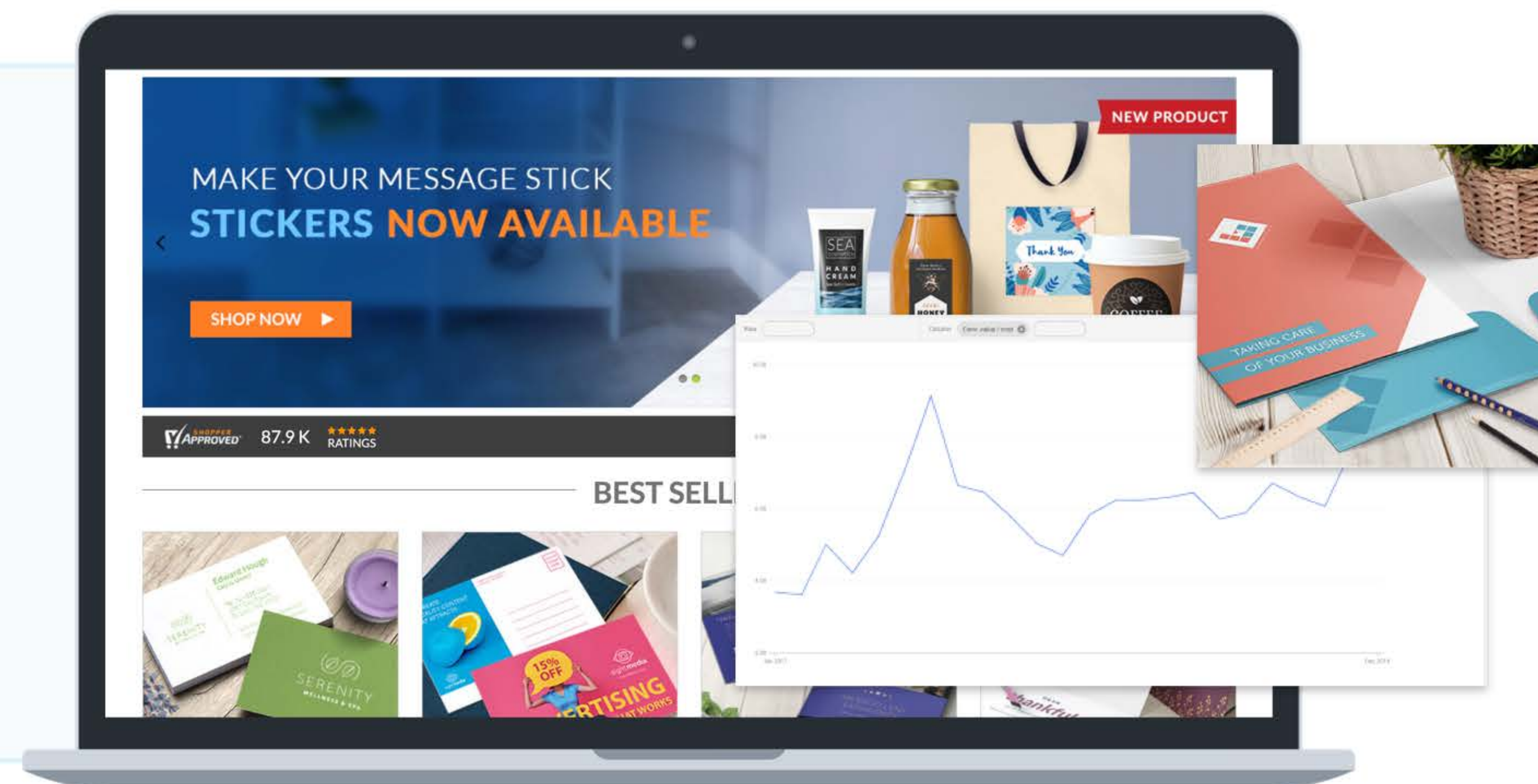
↑ **7%**  
Increase in Sales YoY

↑ **28%**  
Increase in ROAS YoY

↓ **22%**  
Decrease in Ad Spend

### How We Did It:

- Used Single Keyword Ad Groups
- Cutting Low ROAS Campaigns
- Director Competitor Targeting
- Video Remarketing Ads
- RLSA Campaigns For Visibility



“Before we started working with KlientBoost we were still driving new sales and solid numbers from our marketing efforts, but we weren't seeing the returns we were looking for. Since they've been able to identify which campaigns we should drop and which we should focus on growing, we've been seeing a steady growth of actual ROAS and ROI – which are the real numbers we wanted boosted – so that's good news.”

**Janell Awong** - Director Of Brand & Digital Marketing | Overnight Prints