

Prose More Than Doubles ROAS And Halves CPA With Intelligent PPC

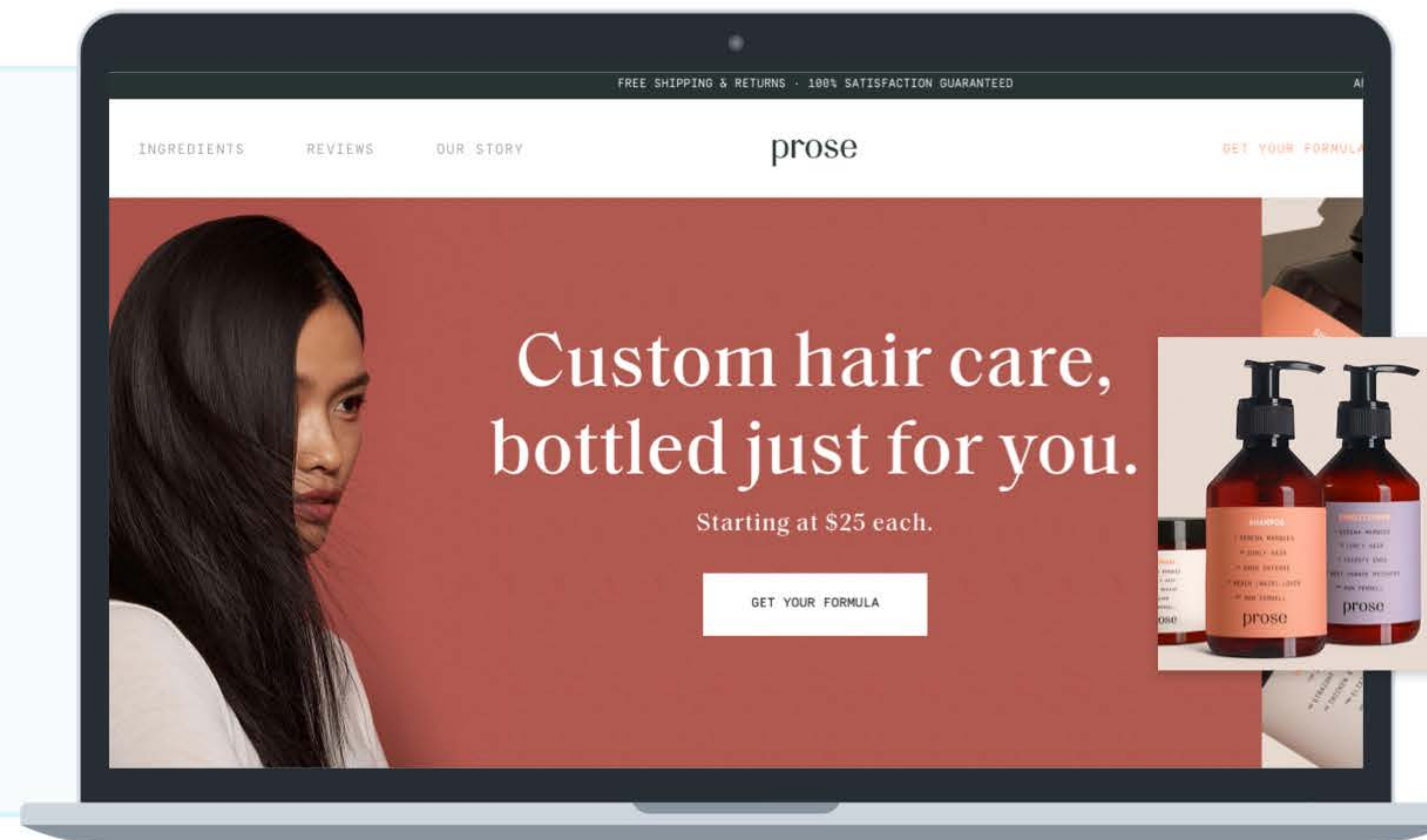


Prose is a customizable haircare solution that goes beyond typical hair types and goals. They pride themselves on their formula customization and understanding their customers' hair through a wide range of characteristics that make each person unique.

Before signing with KlientBoost, Prose was not quite established in the Search Engine Marketing (SEM) world. With the help of KlientBoost's branded techniques, Prose was able to scale their branded, non-branded, and even competitor-targeting **campaigns for search in just the first couple of months**. With continued growth even greater expansions are expected.

How We Did It:

- Used Single Keyword Ad Groups
- In-market Audience Targeting
- RLSA Campaigns
- Competitor Conquesting Campaigns
- Smart Bidding In Google Ads



The Results

↑ **131%**
Improvement in ROAS

↑ **618%**
Increase in Conversion Volume

↑ **580%**
Increase in Weekly Revenue

↓ **53%**
Decrease in CPA



"Our goals with KlientBoost was to scale and grow through search while maintaining our planned CPA. During our relationship with KlientBoost we've seen them build out new tests and campaigns, grow campaigns through SKAGs, scale our SEM efforts and all while increasing conversion volume and ROAS and decreasing CPA in the process. We were also able to increase conversion rate by creating landing pages."

Guilhaum Ceccaldi - Head of Growth | Prose