

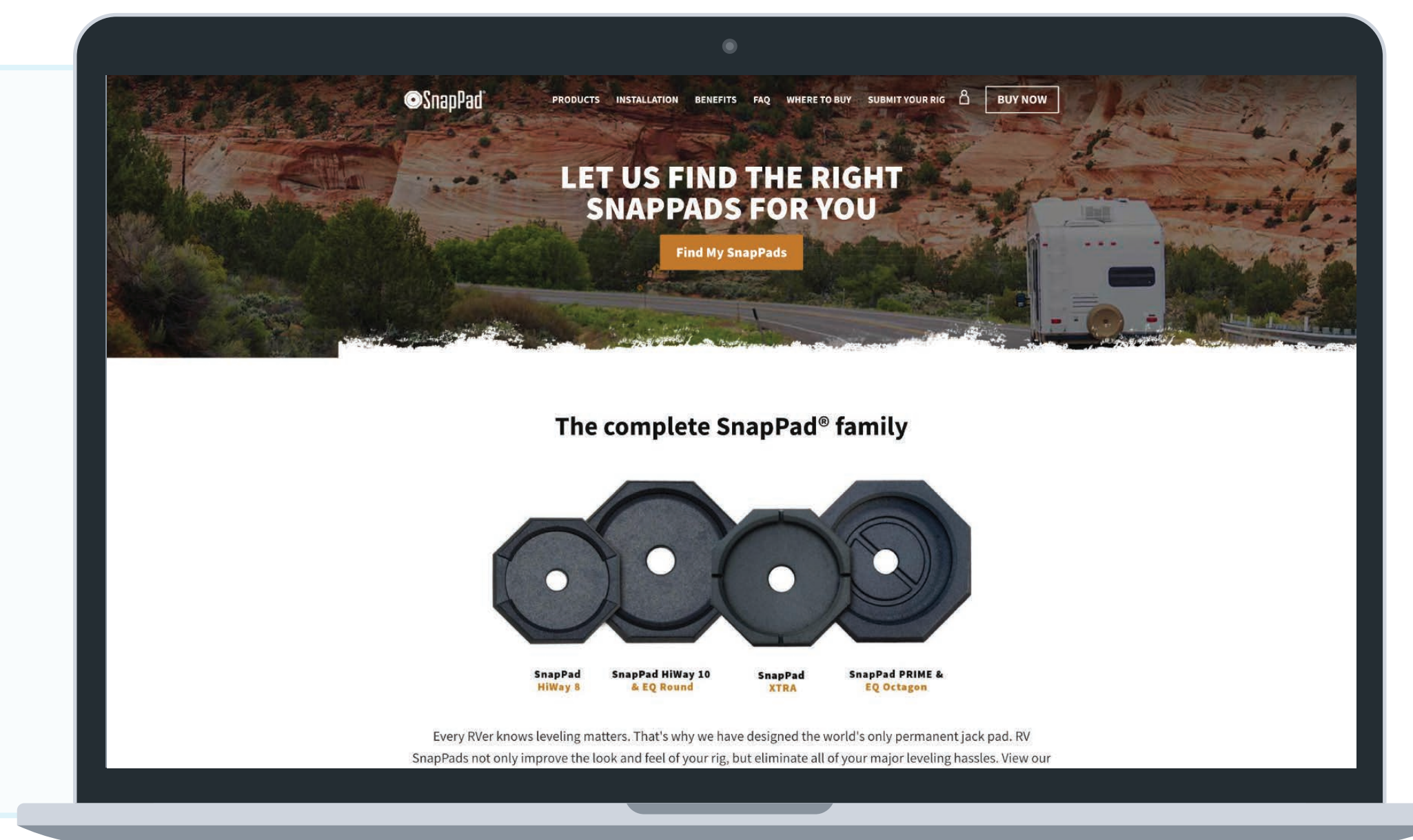
# Intensive Facebook Funnel Helps SnapPad Organize Traffic For Massive Growth

SnapPad is an eCommerce brand that is also the world's only designer of permanent jack pads for RV leveling. They offer permanent jack pads for all types of RVs.

Because of the unique product SnapPad sells, many customers weren't aware of which type of SnapPad they needed. This was influencing both bounce rates and incorrect/incomplete orders, prior to partnering with KlientBoost. By building an intensive customer journey through Facebook KlientBoost was able to create an accurate funnel that organized SnapPad's traffic, thus optimizing their conversions and sales.

## How We Did It:

- Fed Cold Leads Through Facebook Funnel
- Segmented Leads With Micro Conversions
- Targeted Segments With Specific Ads
- Maintained 4x ROAS With Funnel



## The Results

↑ **46%**  
Increase in Conversion Rate

↑ **116%**  
Increase in Purchases

↑ **103%**  
Increase in Purchase Conversion Value

↑ **93%**  
Increased Overall Audience Reach



*“Ally and the team are great not only because they know their stuff, but because they are so interested in forging an ongoing relationship. Our business is built around a niche product for a niche industry, so it had many unique challenges. Nevertheless, KlientBoost was willing and able to learn how to best tailor our efforts to maximize a return on ad spend (ROAS).”*

**Kent Wilson** - VP of Marketing | SnapPad