

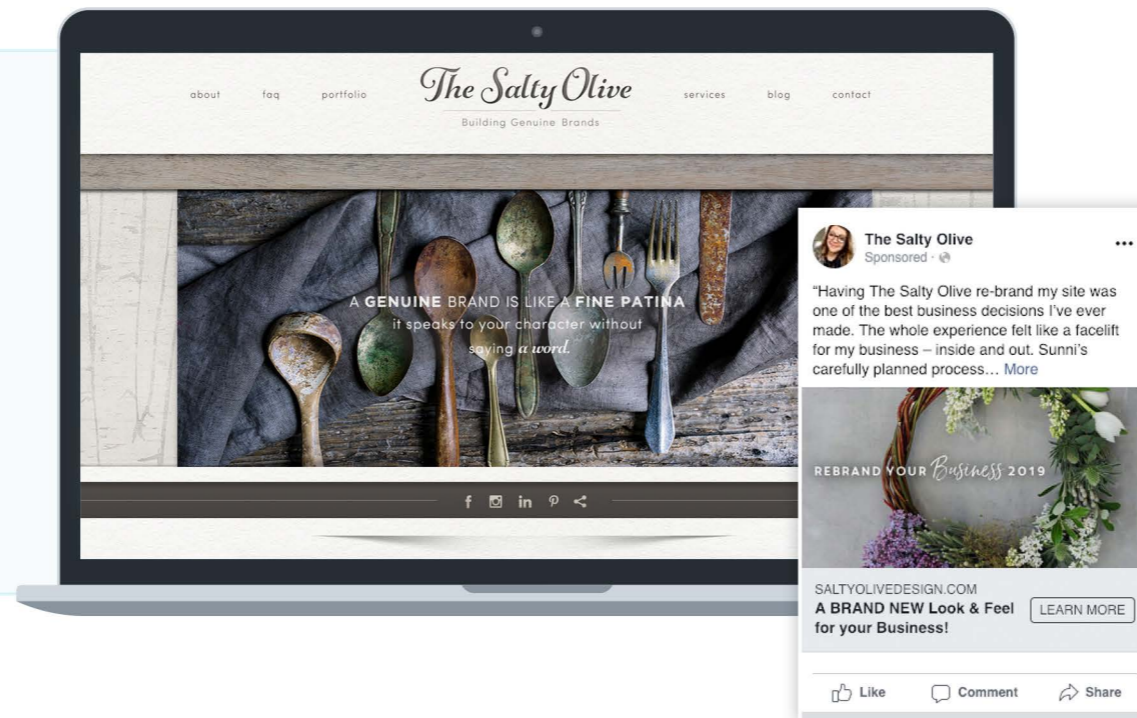
The Salty Olive Finds Ideal Clientele With Targeted Audiences

The Salty Olive is the place to go if you're a small business owner wanting to brand your business. Whether you need a new website or a complete brand design, founder Sunni Chapman and her team are here to help.

After a few months of advertising for highly competitive keywords like "web design" on Google Ads, it was apparent that their key clientele was hard to find. KlientBoost was able to recognize and solve the problem by pivoting the ad budget from Google Ads over to Facebook, where highly targeted audiences can be created from scratch. After only a few weeks the campaigns have turned completely around.

How We Did It:

- Google-To-Facebook Budget Pivot
- Highly Targeted Facebook Audiences
- Implemented New Testimonial Ads
- Tested New Ad Creative
- Cut Down CPA With Split Testing



"I have been very pleased with the way KlientBoost has pivoted my business in the right direction. I appreciate the transparency in their communication with me as I do the same with my clients. I truly believe this is the best way to build trust in a business/client relationship."

Sunni Chapman - Founder | The Salty Olive

The Results

↑ 825%
Increase in Conversion Volume

↓ 92%
Decrease in Cost per Acquisition

↑ 150%
Increase in Impressions