

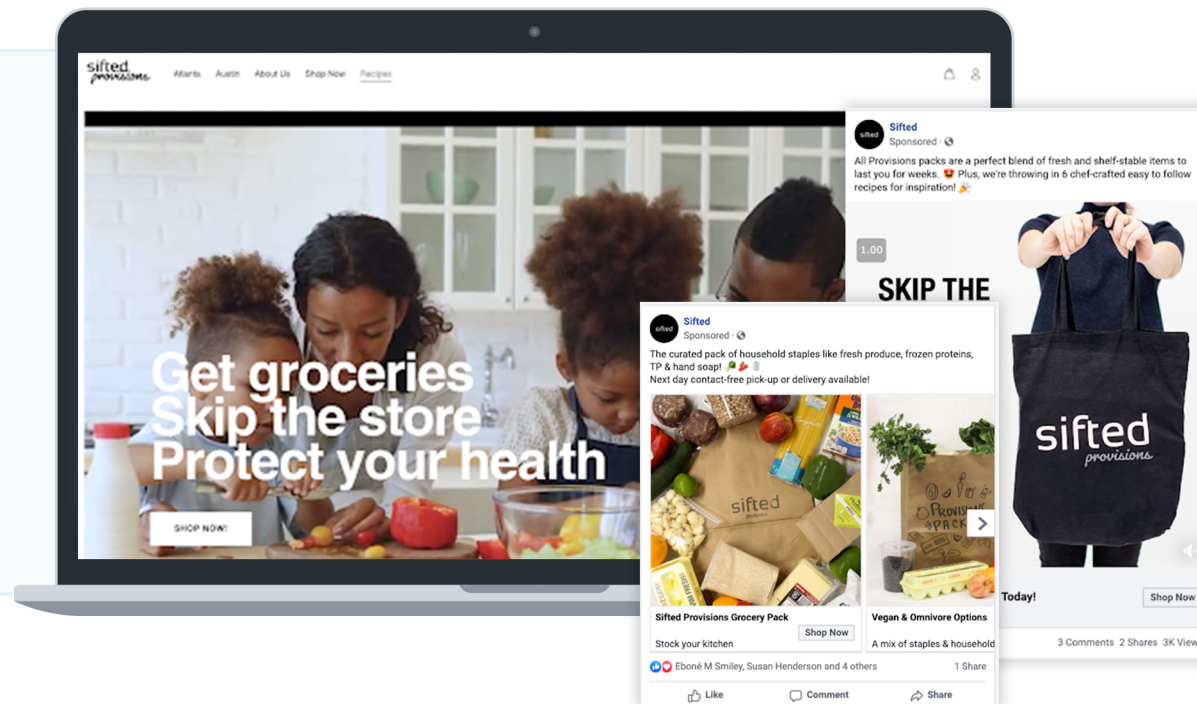
Sifted Attracts New Customers and Cuts Acquisition Costs

Sifted delivers scratch-made, fresh lunches to homes and offices through a variety of flexible meal plans that its customers subscribe to.

As a small-medium business (SMB), Sifted was constrained by a relatively limited ad budget and needed traffic and new customers. KlientBoost implemented highly-targeted, efficient PPC strategies to appeal to consumers who were most likely to convert. **The results were astounding: A 200% reduction in CPA (cost per acquisition) on Google and ROAS (return on ad spend) climbed to almost 8,000%. In addition, transactions increased 5,100%, revenue increased 4,232%, and conversion rate increased 972%.**

How We Did It:

- Facebook Power 5 Structure
- Timely Messaging (COVID-19)
- Creative Ad Type Variety
- Single Keyword Ad Groups (SKAGs)
- Multichannel Marketing (Google/Facebook)



“Our CPA on Google was reduced by an average of more than 200% and ROAS increased to almost 8000%. As an SMB with a relatively limited ad budget in comparison to a lot of their other more high-profile clients, we always felt cared for, respected, and valued. At every level of KlientBoost's leadership, this level of care has rung true throughout our business relationship. Easily the best agency partnership I've ever engaged with in 15 years of marketing leadership. The team at KlientBoost ROCKS!”

Travis Manint – Director of Marketing + Brand Strategy | Sifted

The Results

↑ **5,100%**
Increase in Sales

↑ **4,232%**
Increase in Revenue

↑ **972%**
Increase in Conversion Rate

↑ **8,000%**
Increase in ROAS