

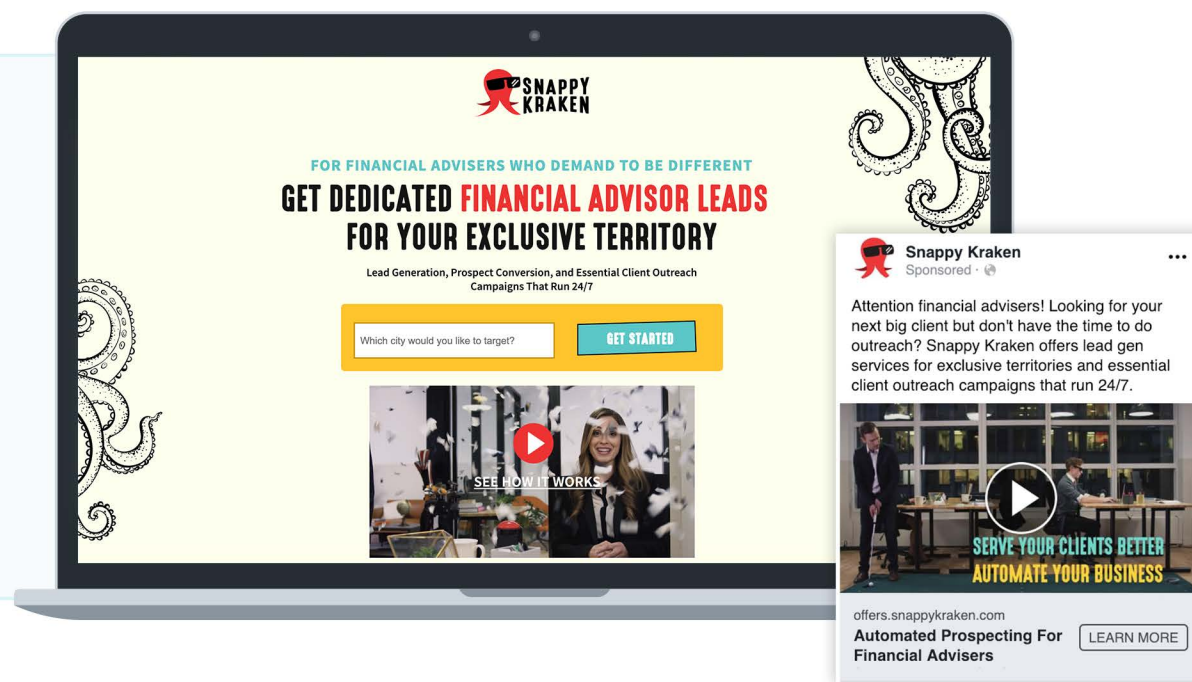
Snappy Kraken Ramps Up Their Digital Campaigns With Facebook And Competitive Targeting

Snappy Kraken is a strategic marketing firm specializing in crafting one-of-a-kind marketing campaigns for financial experts looking to stand out in their industry.

Snappy Kraken had been hard at work building their company, creating relationships, and making initial sales. But when it came time to invest in PPC and CRO, they chose to partner with KlientBoost for their **ability to go beyond simple management and create custom strategies** for every campaign's specific needs.

How We Did It:

- SpyFu Competitive Research
- Targeted High Volume Search Terms
- Competitor-Targeting Campaigns
- Display Remarketing
- Facebook Lookalike Audiences



The Results

↑ **75%**
Increase in Conversion Volume

↑ **100%**
Increase in Click-Through Rate

↑ **100%**
Increase in Conversion Rate



"I had 'work with KlientBoost' in the back of my mind for several years now, even before starting Snappy Kraken. I knew that when it was time to jump into conversion rate optimization, display ads, PPC, and Facebook ads, there was only one path to go down. So glad I did, too. Too many providers out there just sit there and just wait to take an order. KlientBoost is different, they take the wheel, leaving you to work your own business."

Angel Gonzalez - Founder & CMO | Snappy Kraken