

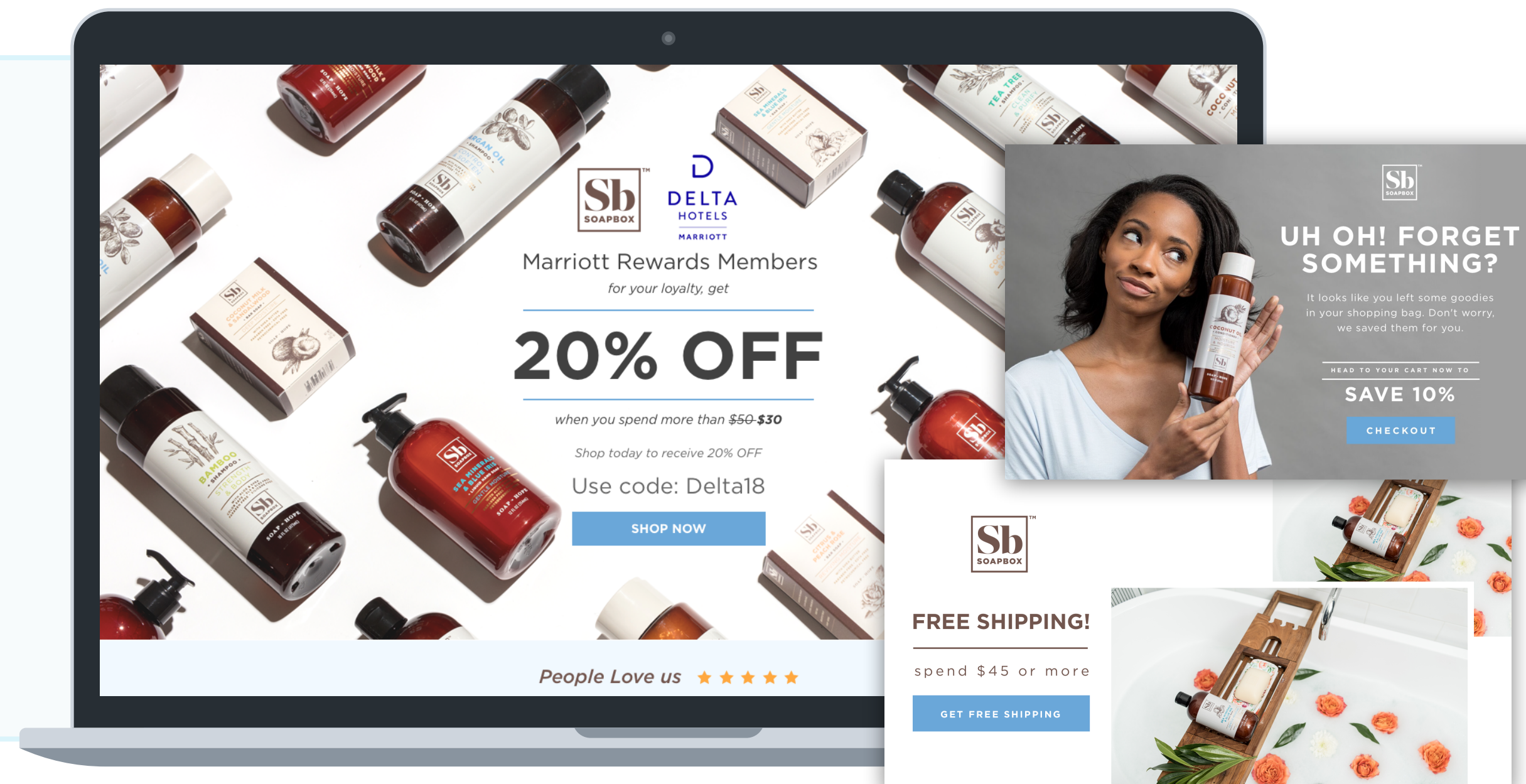
# How Soapbox Decreased Google Ads CPA 85%

Soapbox is a for-purpose company with a strong social mission: for every purchase of their crafted soap (made from thoughtfully cultivated ingredients), they donate one to people in need.

Before signing with KlientBoost, Soapbox had yet launch any paid advertising campaigns — and thus had yet to see the benefits of PPC. Working together, we completely revamped and successfully launched campaigns across Google Ads, the Google Shopping Network, and Facebook. These campaigns were able to decrease their Google Ads CPA by 85%, and their Facebook CPA by 40%.

## How We Did It:

- Built Customer/ Consumer Funnel
- Google Ads & Shopping
- Facebook Advertising
- Landing Page Design & Optimization
- Image Ad Design



"We were attracted to KlientBoost for a variety of reasons, but what really sold us was their team. KlientBoost really stood out amongst a vast sea of digital marketing firms for how they work with you on a basic monthly fee, instead of getting a % of how much ad dollars they spend. It allowed for us to really trust their judgement when they decided to throttle up and down marketing spend."

**David Simnick** - Founder & CEO | Soapbox

## The Results

↑ **30%**  
Increase in Conversion Rate

↑ **4%**  
Increase in Black Friday Conversions

↑ **34X**  
Increase in Conversions - in First 3 Weeks

↓ **85%**  
Decrease in Google Ads CPA