

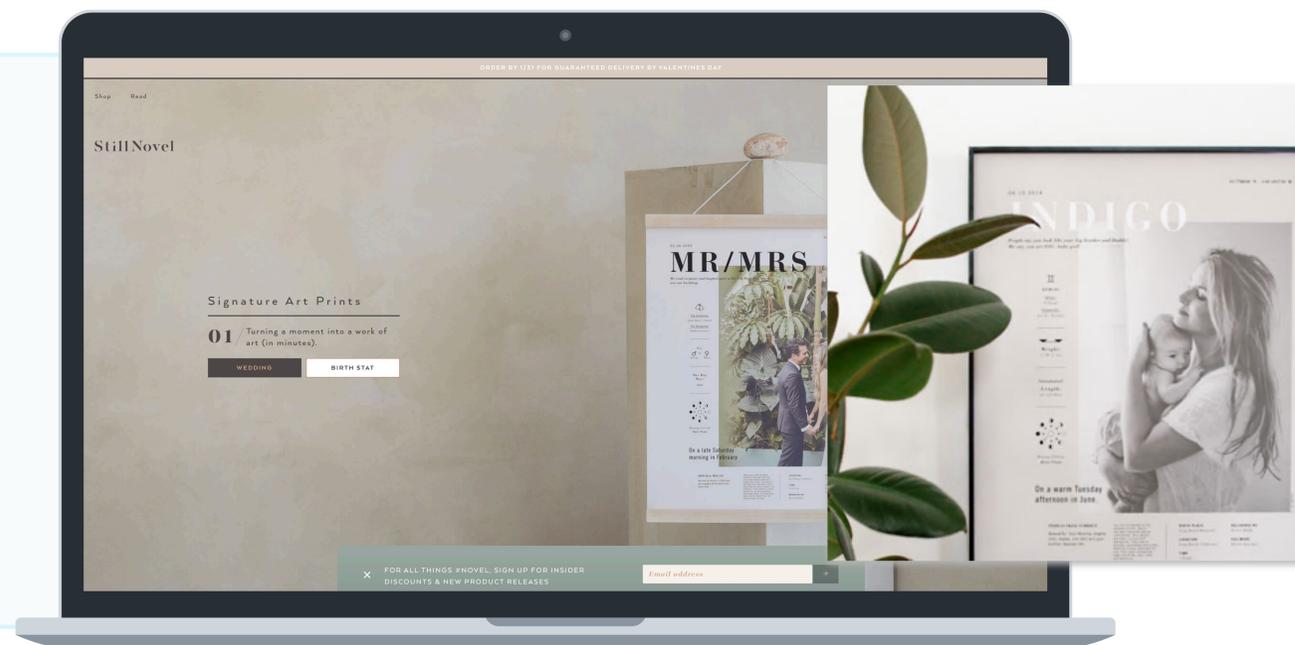
How Still Novel Increased ROAS And Expanded From Facebook To Pinterest

Still novel creates well-designed premium photo products. They make it easy to create custom photo prints and gifts. They don't just print your photos, they bring them to life.

Before Still Novel started with KlientBoost, they'd never done advertising on Pinterest. Using Facebook Power 5, Interest Targeting as well as Super LAL Audiences, we were able to expand to Pinterest and **increase ROAS by 95%** while bringing down CPA by 35%.

How We Did It:

- A/B Testing Ad Copy
- Interest Targeting
- Super LAL Audiences
- Facebook Power 5
- Pinterest Expansion



The Results

↑ **184%**
Increase in Purchases

↑ **95%**
Increase in ROAS

↓ **35%**
Decrease in Pinterest CPA



"The KlientBoost team took our accounts to new levels we'd never seen before which we were very pleased with. On top of that, their communication made us comfortable depending on them for moving strategies along to improve KPIs without having to be high-touch."

Tiffany Peña - Co-Founder | Still Novel