

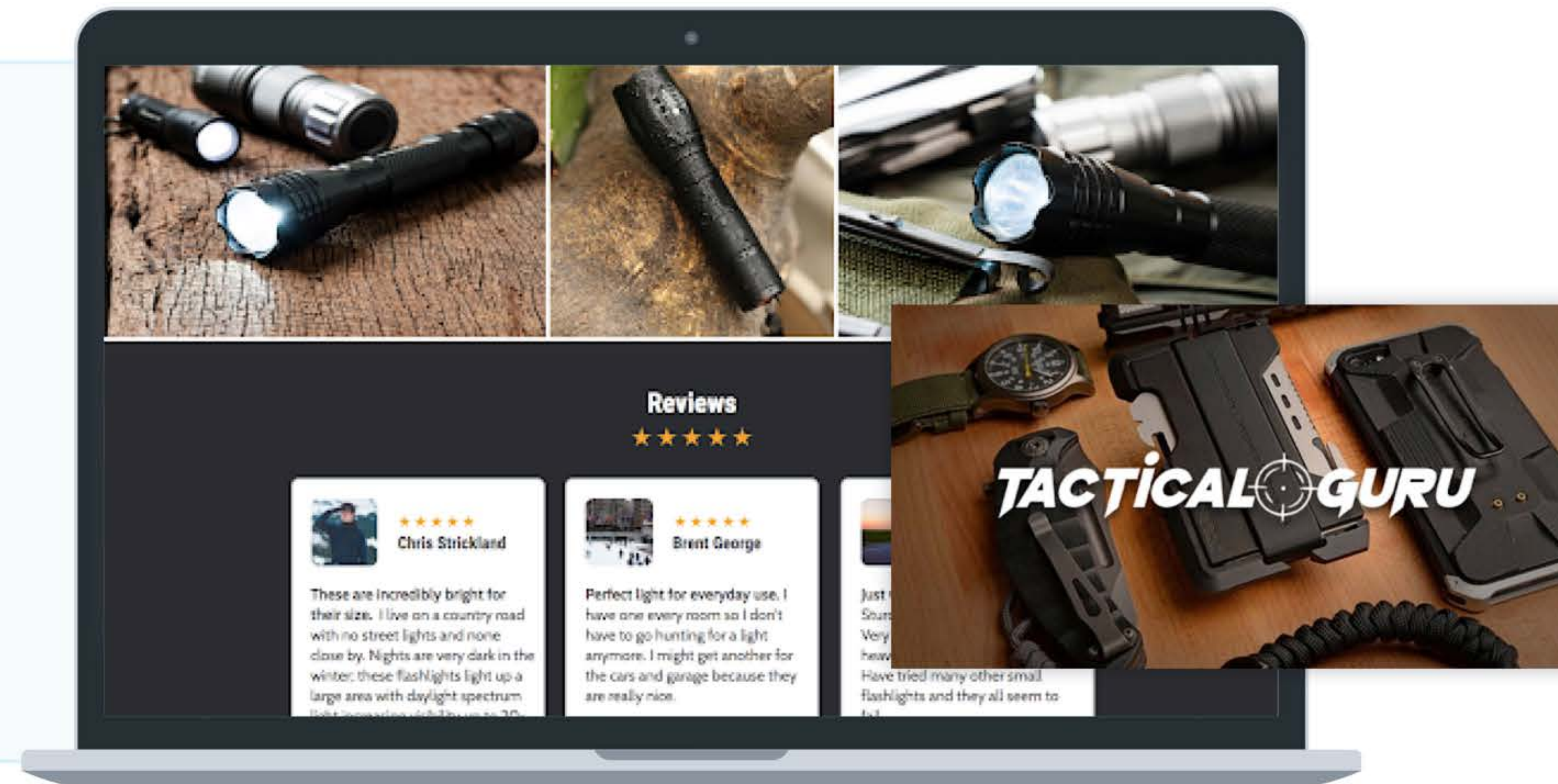
# Tactical Guru Radically Spikes ROAS While Increasing Conversion Volume To Boot

Tactical Guru is a comprehensive thought leadership and eCommerce site providing buying guides, product reviews, and overall helpful content in the tactical/ survival/ prepper niche.

Before working with KlientBoost, Tactical Guru was dealing with the burdens of a negative ROAS (return on ad spend). Within the first few weeks of signing with KlientBoost, their account was turned around and started to trend towards ROAS positive. Now, they've improved their ROAS 5x and increased their conversion volume by nearly 200%. And all signs point to continued improvement.

## How We Did It:

- Used Single Keyword Ad Groups
- RLSA Campaigns
- Device Bid Adjustments
- Landing Page Design & Optimization
- Image Ad Design



## The Results

↑ **521%**  
Improvement in ROAS

↑ **173%**  
Increase in Conversion Volume

↓ **73%**  
Decrease in Cost per Acquisition

↓ **37%**  
Decrease in Ad Spend



“When we first signed with KlientBoost we weren't really established in the PPC arena, and we weren't really seeing any positive results from our digital campaigns. Working together with them we've been able to completely supercharge our digital marketing efforts and take our business to the next level. Great setup really pays off and it shows with our success.”

Alex Olson - Owner | Tactical Guru