

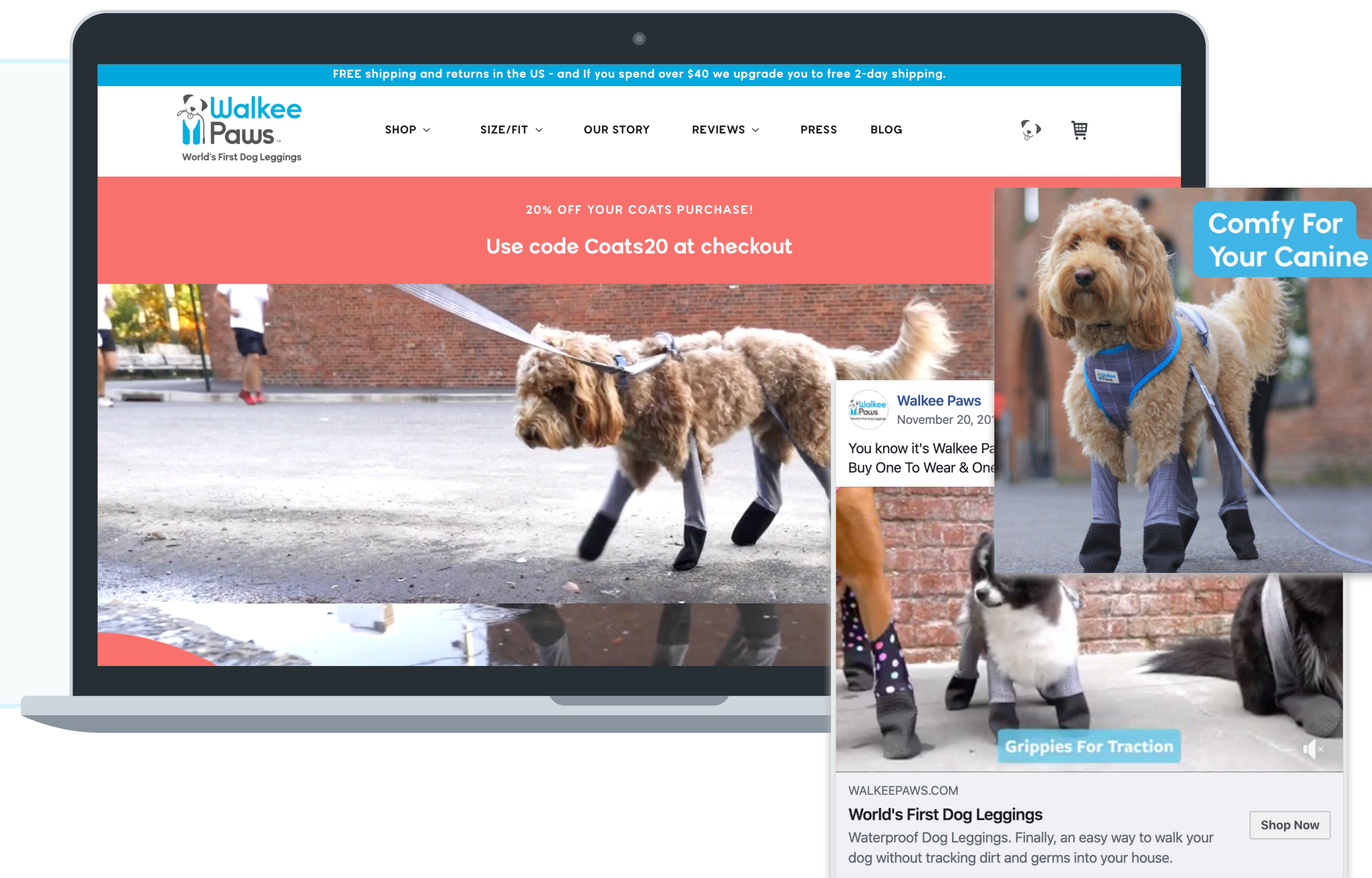
How Walkee Paws Decreased CPA and Increased Conversion Value on Facebook

Launching in 2018 as the world's first dog leggings, Walkee Paws were designed to protect your pooch from all the ruff stuff outside, all while taking walks with your furry friends even more enjoyable.

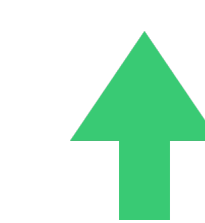
Before starting with KlientBoost, Walkee Paws was running out of strategies for Facebook to bring in revenue. After implementing Facebook Power 5, geo-targeting cold-weather cities, and layering interest targeting with engaged shoppers, we saw a **97% increase in purchase volume** while seeing a **66% decrease in CPA**.

How We Did It:

- Facebook Power 5
- Geo-Targeting
- Honing In On Cold-Weather Cities
- Layering Interest Targeting With Engaged Shoppers

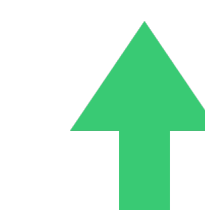


The Results



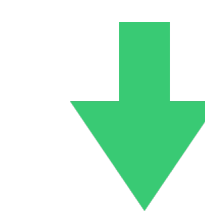
97%

Increase in Purchase Volume



98%

Increase in Conversion Value



66%

Decrease in Cost per Acquisition



"KlientBoost is an absolute pleasure to work with. Starting day one they came in and explained our account set up and how Facebook Ads work with different strategies. They have always had an educational approach when managing our account and carefully explained every step of the way. They are fun, witty, but most importantly super professional! Your business is in good hands with KlientBoost."

Lisa Baronoff - Founder | Walkee Paws