

# Do or Drink Saw A 24% Increase To Their Revenue With The Help Of The Creative Studio Through UGC Videos

Do or Drink is a party game that brings strangers closer together, yet has the potential to break up yearlong friendships. A game that makes all their customers laugh so hard they cry, Do or Drink reveals a side of you that you didn't know was there.

Do or Drink wanted to level up their social media ads and resourced the creative studio at KlientBoost to help them achieve that. Through UGC videos, AIDA creative audit, campaign budget optimization, lookalike audiences, and remarketing campaigns, Do or Drink increased their revenue by 24% and their conversions by 37% as well as their ROAS by 10%.

## How We Did It:

- UGC Videos
- AIDA Creative Audit



*"We looked to KlientBoost to help us establish ourselves better in the social media aspect as that is one of the biggest platforms for us to promote our products. KlientBoost has been excellent to work with in that they have helped us through the weeds in what works and what doesn't. I like how transparent they are and the quick communication I have with my account manager."*

**Xavi Fajardo** - Founder | Do or Drink

## The Results

**↑ 24%**  
Increase in Revenue

**↑ 10%**  
Increase in ROAS

**↑ 37%**  
Increase in Conversions