

# Flo by Moen Increased Their ROAS By 140% With The Help Of The Creative Studio Through A 30 Second Commercial



Flo by Moen is a smart home, water security system that is designed to detect and protect their client's home from water damage and leaks. Their Smart Water Shutoff monitors the entire water supply system for leaks and vulnerabilities and alerts the homeowner through the app when a leak has been detected.

Flo by Moen wanted to bring their vision to life and find a better way to inform their target audience on how their product works. After working with the creative studio at KlientBosot, Flo by Moen increased their ROAS by 140% and increased their outbound CTR by 200% through AIDA creative audit, UGC videos, and a 30 second commercial.

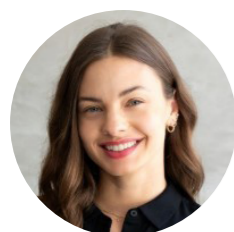
## The Results

↑ **140%**  
Increase in ROAS

↑ **200%**  
Increase in Outbound CTR

### How We Did It:

- AIDA Creative Audit
- 8 UGC Videos
- 30 Second Commercial
- 2D Animation Video



“Our goal was to grow our online presence and find more clients. We had a couple of calls with KlientBoost to figure out what our goals and objectives were. Within the first couple months I had more leads and contacts than I had after a whole year of trying to do things myself. They simplified things for me and left me more time to focus on my work for clients. It was impressive how effective and knowledgeable they were. Overall everything was 100% on my end.”

**Olivia Berkus** - Digital Marketing Manager | Flo by Moen