

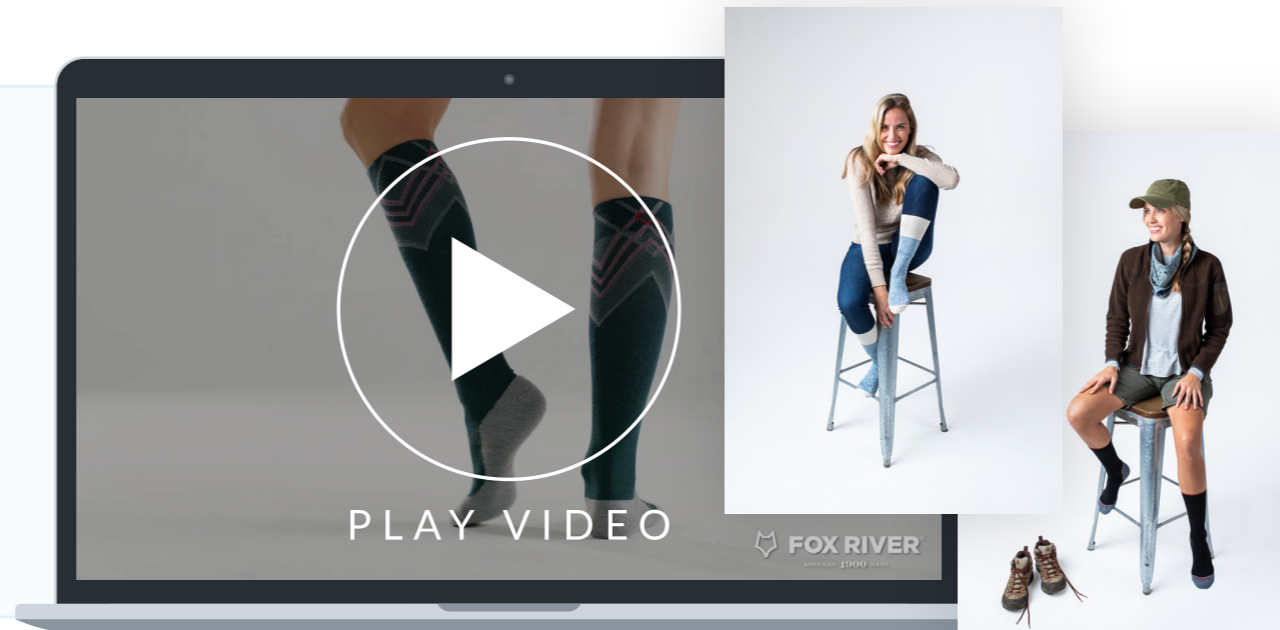
Fox River Mills Saw A 106% Increase To Their Revenue With The Help Of The Creative Studio Through B-Roll Video Ads

Fox River Mills is the nation's leading manufacturer of outdoor, sports & lifestyle performance socks since 1900. Fox River continues to make high-quality & environmentally-friendly socks, that style any consumer from the adventurous camper to sports, military, and families as well.

Fox River partnered with KlientBoost and resourced their creative studio to refresh their brand look to their website and ads. The results Fox River achieved were a 3,511% increase to their ROAS, a 106% increase in their revenue, and a 91% increase in their conversions through UGC videos, a 15 second ad shot on B-Rolls, Facebook power 5, single keyword ad groups, and smart-shopping campaigns.

How We Did It:

- AIDA Creative Audit
- 4 UGC Videos
- 15 Second Ad On B-Roll Shots
- Product Photoshoot



The Results

↑ **3,511%**
Increase in ROAS

↑ **106%**
Increase in Revenue

↑ **91%**
Increase in Conversions



We were in serious need of an SEM/PPC overhaul. With a limited internal resource pool, we needed a knowledgeable resource whom could grab the reigns and drive this channel forward with minimal support from our side. KlientBoost is prompt and extremely data driven yet deliver with a personal touch. They truly dug in to who we are as a brand and began reworking our existing campaigns to see what was salvageable. After thoroughly understanding what was performing historically, they began testing and scaling to meet our targets. We had originally been operating at a -2 ROAS and KlientBoost propped us back up to a 6 return. Their brand style and the team's energy are the most impressive.

Shaun Erlebach - Director of eCommerce | Fox River