

# Mountain Wild Pet Food Increased Their Traffic By 559% Through B-Roll Video Ads

Mountain Wild Pet Food produces dog treats that are sourced from wild deer and elk that roam their pristine Western Rocky Mountains to provide protein-rich meat with no grain or fillers in their treats.

Working with KlientBoost, Mountain Wild Pet Food resourced their creative studio to update their website and create a video ad that tells who they are and their promise to their clients. KlientBoost helped Mountain Wild Pet Food increase their traffic by 559%, and increase their ROAS by 32% while increasing their outbound CTR by 110% through AIDA creative audit, a 15 second ad shot in B-Rolls, and lifestyle branding pictures.

## How We Did It:

- AIDA Creative Audit
- 4 UGC Videos With 2 Variants
- 15-Second Ad From B-Roll Shots
- Lifestyle Branding Pictures



## The Results

↑ **559%**  
Increase in Traffic

↑ **32%**  
Increase in ROAS

↑ **110%**  
Increase in Outbound CTR