

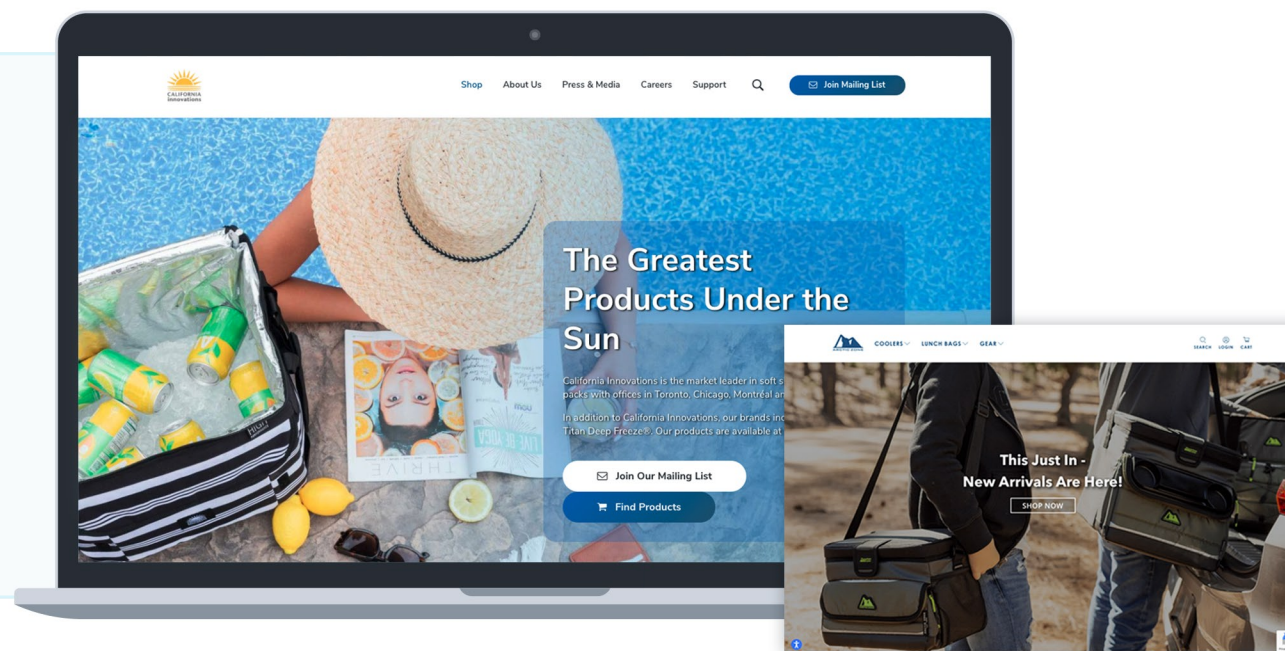
# California Innovations Increased Revenue By 118% In 3 Months Through Facebook Dynamic Product Ads

California Innovations designs, manufactures, and sells insulated products. They are a worldwide market leader in soft-sided, insulated products who have a passion for bringing innovative products to the marketplace faster than their competitors. They partnered up with Arctic Zone, who shares the same vision to grow and expand for now 30 years, to continue providing the best insulated products to their clients globally.

Being the leader in selling insulated products, California Innovations continues to find ways to grow and expand their reach to potential customers. They knew they could increase their revenue a little more as Q4 approached, so they worked with KlientBoost to help them navigate the PPC world. **Using techniques such as Facebook dynamic product ads and YouTube remarketing, KlientBoost helped California Innovations increase their revenue by 118% and increase their ROAS by 165% in just 3 months.**

## How We Did It:

- Facebook Dynamic Product Ads
- Facebook Creative Testing
- Gmail Remarketing
- YouTube Remarketing
- Smart Shopping Campaigns



"We hired KlientBoost to manage our PPC ad campaigns on Google, Bing, Facebook and Instagram. Klientboost provided the strategy and implementation behind our campaigns. They increased our Return on Ad Spend greatly from where we started. Our conversion rates also improved greatly. KlientBoost was very responsive and had consistent direct communication."

**Cameron Munro** – Director of Digital Marketing & E-Commerce | California Innovations

## The Results

↑ **118%**  
Increase in Revenue

↑ **77%**  
Increase in Conversions

↑ **165%**  
Increase in ROAS

↑ **65%**  
Increase in CPC