

How ShipCalm Increased Their Conversions By Almost 500% Through Single Keyword Ad Groups

ShipCalm provides third-party logistics and fulfillment services for high-growth online sellers. By partnering up with e-Commerce fulfillment centers, ShipCalm helps their clients spend less time on shipping and more time growing their business by offering cost-effective shipping options.

ShipCalm was prepared to grow and expand their reach to their potential customers even more through PPC and SEO campaigns. After researching top companies to partner up with, ShipCalm eagerly turned to KlientBoost for guidance. Since working with KlientBoost, **ShipCalm increased their conversions by 492% and their conversion rate by 12%, while cutting their CPA by 21%**, through single keyword ad groups, customized ad copy, and Facebook ads.

The Results

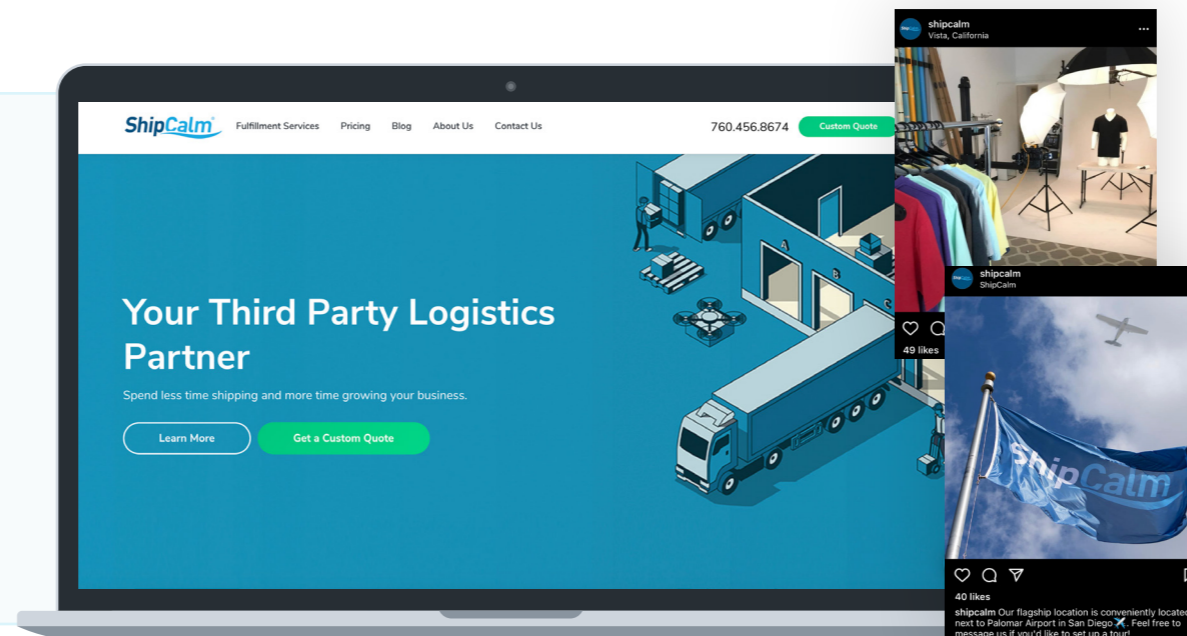
↑ **492%**
Increase in Conversions

↓ **21%**
Decrease in CPA

↑ **12%**
Increase in Conversion Rate

How We Did It:

- Single Keyword Ad Groups
- Customized Ad Copy
- Facebook Ads
- Facebook Custom Audience



[VIEW SHIPCALM](#)



KlientBoost knows their stuff. They are kind, fun, and have a unique approach in a world of stale, and stuffy agencies. They really take the time to understand your goals and industry, and work on a custom plan of action to get you actual results. KlientBoost is a refreshing agency and are knowledgeable in their area, they truly are the experts to turn to. Their design quality is excellent and their honest communication are one of the few things we value the most from KlientBoost.

Greg Moser - President & CTO | ShipCalm