

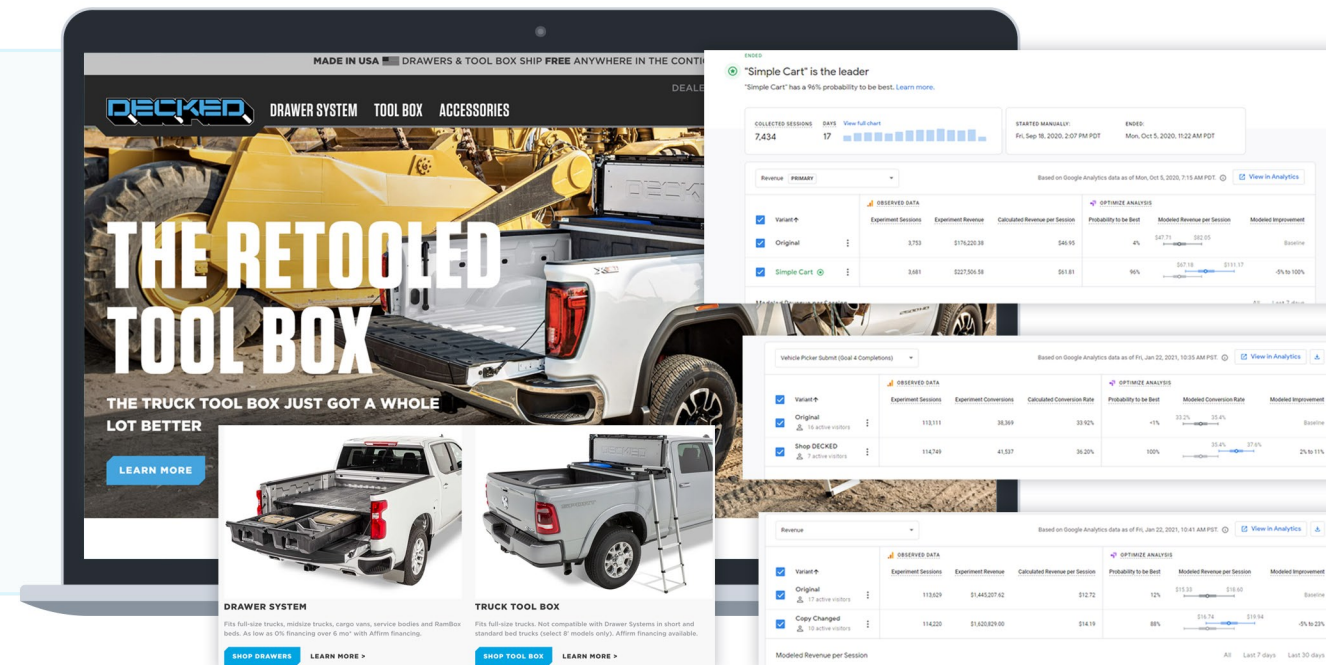
DECKED Increased Their Revenue By 12% Through A/B Testing Website & Customized Homepage Copy

DECKED innovated the in-vehicle storage that we know today through their customized truck toolbox and drawers that are proudly made in America from a 100% recycled High-Density Polyethylene (HDPE) and steel subframe. With over 5,000 verified reviews, DECKED strives to create a "work smarter, play harder" lifestyle for their customers.

Wanting to improve their conversion rate optimization, DECKED turned to the experts at KlientBoost to bring value to their sales process. Immediately after hiring KlientBoost, **DECKED saw a 12% increase to their revenue and an 8% increase in conversions** through customized homepage copy, a simplified cart page, and A/B testing their CTA buttons.

How We Did It:

- A/B Tested Website Copy
- Customized Homepage Copy
- A/B Testing CTA Button
- Increasing Simplified Cart Page



The Results

↑ **12%**
Increase in Revenue

↑ **8%**
Increase in Conversions

↑ **7%**
Increase in Conversion Rate



"We wanted to improve our conversion rate on our website. We picked KlientBoost because they added the most value during the sales process. We have seen immediate revenue impact. They have great experience and are able to design high-impact tests that can drive revenue for us. We've already seen increased conversion rates for several of our funnel steps, and can see the revenue coming in. I've worked with MANY MANY MANY consultants, services, software companies, vendors, etc. over the years. The folks at KlientBoost are top-notch. They're smart, responsive, caring, and are total class acts. Most importantly, they add tremendous value at every step. The proactiveness is unmatched, the expertise and results are great to see, and the communication is beyond excellent. Thank you for all you do!"

Delamon Rego – VP of Business Development | DECKED