

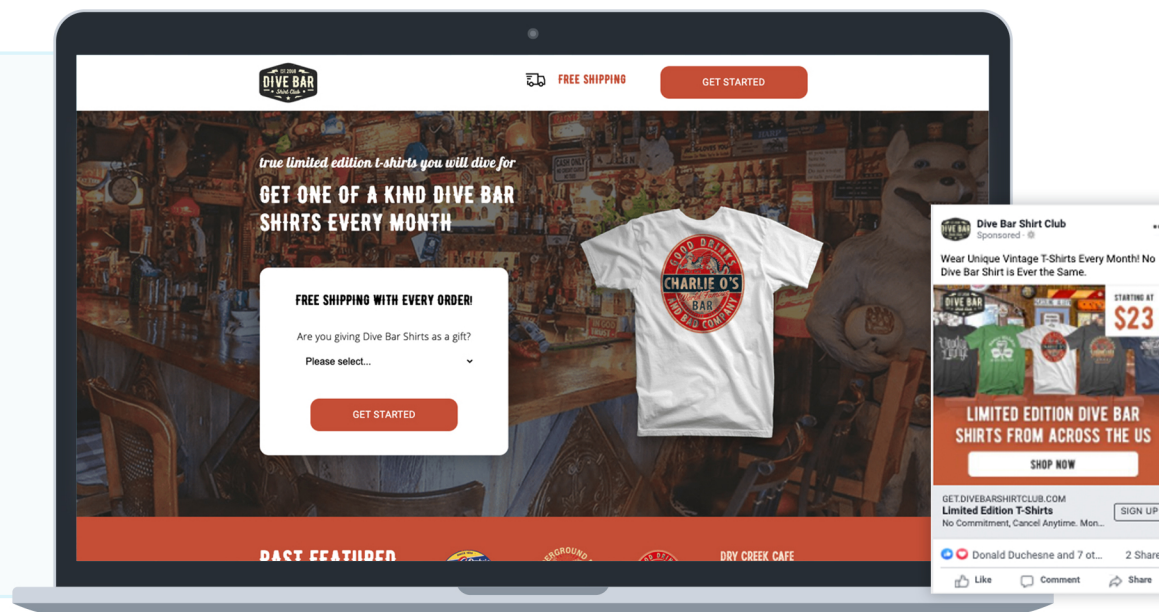
# Dive Bar Shirt Club Skyrocketed Their Conversions By 600%+ Through Facebook Power 5

Dive Bar Shirt Club offers their members authentic and rare t-shirts, displaying the best of America's most interesting and unusual dive bars. Every month, Dive Bar Shirt Club selects a bar based on their own travel and the submissions sent in by their members, to create a t-shirt with an original design along with a unique description about the chosen dive bar that is sent with a unique postcard that benefits the dive bars while creating a community.

Being a one-of-a-kind company, Dive Bar Shirt Club wanted to double their amount of members without having to go over their budget in the process. Combining forces with KlientBoost, Dive Bar Shirt Club knew they could rely on KlientBoost to help them get the results they wanted. **Using techniques like Facebook Power 5, A/B testing landing pages, and target audience testing, Dive Bar Shirt Club saw an increase to their conversions by 685% and to their search impression shares by 574% while maintaining static CPA.**

## How We Did It:

- Facebook Power 5
- A/B Testing Ad Copy & Image
- A/B Testing Landing Page
- Target Audience Testing



## The Results

↑ **685%**  
Increase in Conversions

↑ **574%**  
Increase in Search Impression Shares



*We decided to hire KlientBoost to help us grow our google campaigns as well as our social media campaigns. We enjoyed working with our account manager and admire how responsive she is and the constant feedback she provides of ways in which we can improve our results. They certainly have the drive to help us get better results each month that is backed with data. Overall, we are happy with KlientBoost and their services.*

**Cody Shoemake** – Founder | Dive Bar Shirt Club