

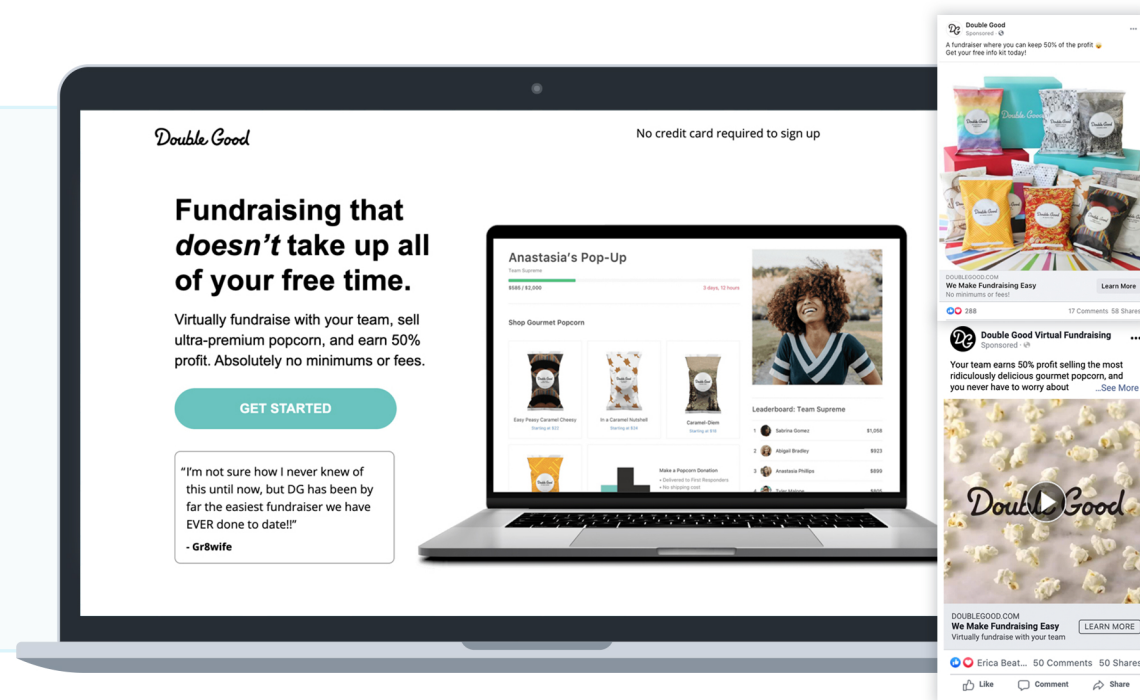
Double Good Saw A 62% Increase To Their Conversions Through Offline Conversion Tracking

Double Good sells premium popcorn through their virtual fundraising app that connects teams with their supporters, to help athletes, coaches, and even students raise money towards what they need most. Having 50% of the sales go directly back to the event organizers, young athletes and students are able to purchase new uniforms, calculators, and even pay for travel opportunities that have empowered kids of all abilities, to continue doing what they love.

Double Good wanted to see more growth by increasing their conversions, without going over their budget. They resourced KlientBoost to help them implement the proper techniques needed, in order to see the growth they wanted. Using techniques like offline conversion tracking, Facebook power 5, and re-engagement campaigns, KlientBoost helped Double Good increase their conversions by 62%, and reduced their CPA by 39% and reduce their CPC by 11%.

How We Did It:

- Offline Conversion Tracking
- Relevant Ad Copy & Creative
- Facebook Power 5
- Re-Engagement Campaign



“After interviewing a few different agencies, we decided to go with KlientBoost based on their result driven approach. We needed to increase our conversions without exceeding a CPA threshold. KlientBoost has been essential in helping us get the results they promised and continue to find new methods to continue to drive up our results. Their excellent communication and genuine care for our company to succeed is what impressed us the most.

Anton German – CTO | Double Good

The Results

↓ **39%**
Decrease in CPA

↑ **62%**
Increase in Conversions

↓ **11%**
Decrease in CPC