

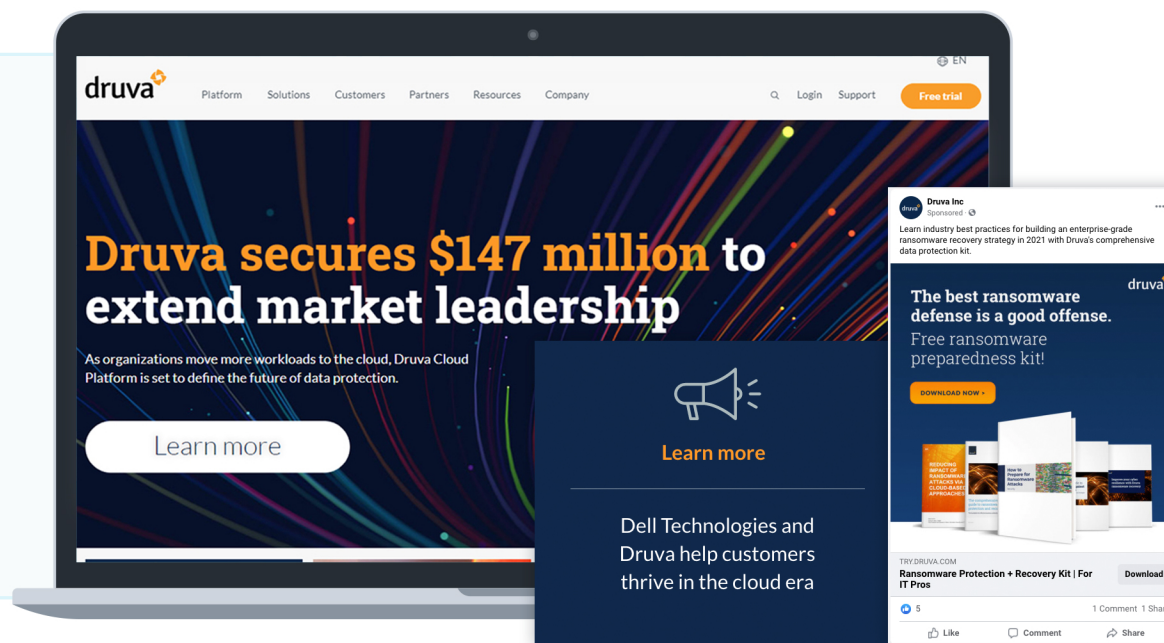
Druva's International Campaign Saw A 160% Increase To Their Conversion Rate Through Facebook Power 5

Druva is the global leader in Cloud Data Protection and Management that helps their users reduce cost and time, by removing the burden of unnecessary hardware and capacity planning. Druva helps their users accelerate and protect their cloud projects as well as increase cyber resilience through their platform, by providing their users a secure, backup solution that will allow them to recover data with the scale and simplicity of the public cloud.

Having an international campaign and being a global leader in cloud data protection, Druva knew they could expand their growth even more, but were hesitant on applying newer techniques. After briefing KlientBoost on their vision, KlientBoost quickly went to work and applied the proper techniques to help Druva's international campaign get the results they wanted. **By using techniques such as Facebook power 5, target CPA, portfolio bid strategies, and Facebook ads, Druva saw an increase to their conversion rate by 160% and to their conversions by 97% while reducing their CPA by 14%.**

How We Did It:

- Facebook Ads
- Facebook Power 5
- Target CPA
- Portfolio Bid Strategies
- Customized Landing Page
- Breadcrumb Technique



You will be astonished by the level of systematic approach KlientBoost takes and sticks with even after a year of running our Google Ads. They are attentive and remember all the details you communicate to them and are also honest with telling you how they can better position your ideas to drive results. We trusted KlientBoost to manage our international and North America campaigns, and they have been essential in being a part of our team to help scale the results we wanted. They truly are the most collaborative and most organized marketing team I've experienced working with yet.

Simon Chaung – Senior Digital Marketing Manager | Druva

The Results

↓ **14%**
Decrease in CPA

↑ **97%**
Increase in Conversions

↑ **160%**
Increase in Conversion Rate