

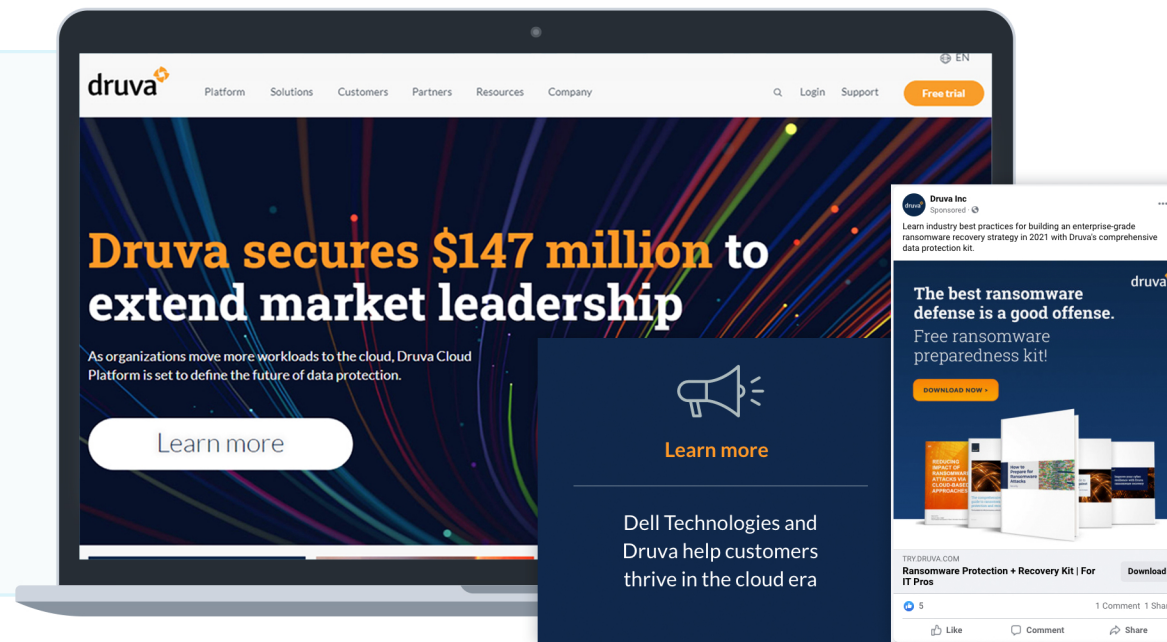
Druva's North America Campaign Increased Their Conversions By 23% Through Facebook Ads

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.

Druva wanted to achieve similar results as their international campaigns were displaying, so they hired KlientBoost to manage their North America campaign. Using similar techniques such as Facebook Ads, Facebook power 5, the breadcrumb technique, and customized landing pages, **KlientBoost helped Druva increase their conversions by 23%, and their conversion rate by 8% while maintaining static CPA.**

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 experience working with yet."

Simon Chaung – Senior Digital Marketing Manager | Druva

The Results

↑ 23%
Increase in Conversions

↑ 8%
Increase in Conversion Rate