

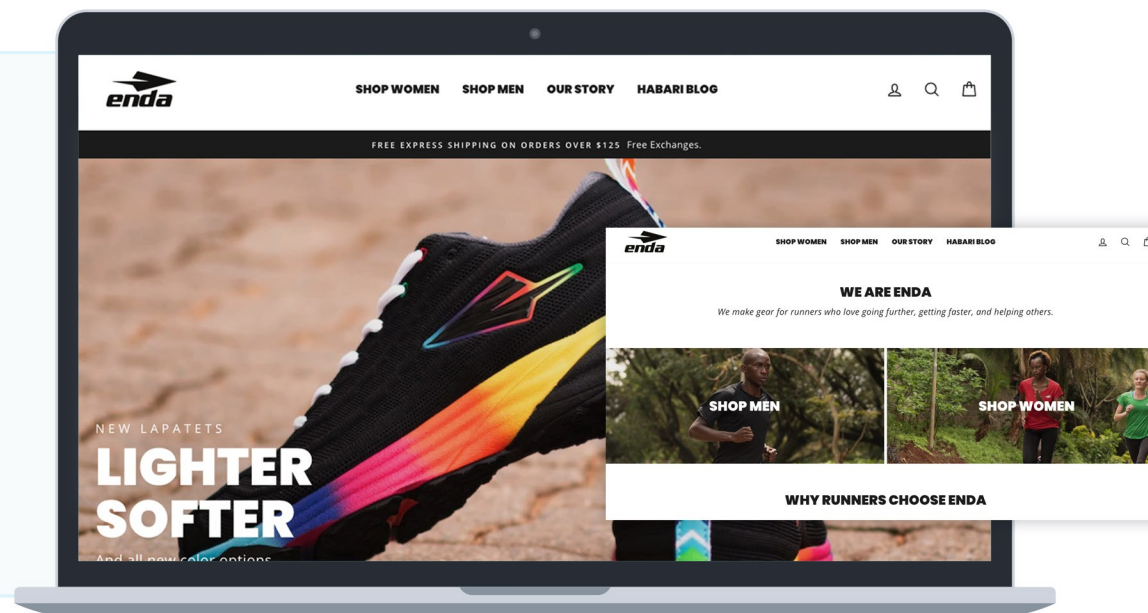
# Enda Increased ROAS By 157% And Reduced CPA By 57% Through Multivariate Testing

Enda creates and manufactures high performing athletic shoes in Kenya for runners around the world. Enda is a majority black-owned business, and was founded in hopes of giving back to their community and create running shoes worthy of the label "Made in Kenya."

Enda was ready to expand their vision and distribute high performing athletic shoes beyond their borders in Africa. They turned to KlientBoost for guidance on strategic ways to implement their marketing plan of increasing their ROAS while scaling back on CPA by creating and implementing ad campaigns. Working together, KlientBoost helped Enda decrease their CPA by 57% and increase their ROAS by 157%. In addition, Enda increased ad scaled spend by 838%.

## How We Did It:

- Facebook Account Campaign Structure
- Dark Posting
- Unique Facebook Ad Formats
- Video & Static Creatives
- Multivariate Testing CTA & Copy



"We've been growing our sales at least 30% each month with a CPA that is making us profitable with each sale. They give us regular updates on what's working so that we can create new ad content and keep them up to date with new creative around new products or company announcements. The team is open to feedback and adapts as necessary."

**Weldon Kennedy** – Co-Founder & COO | Enda

## The Results

↑ **157%**  
Increase in ROAS

↓ **57%**  
Decrease in CPA