

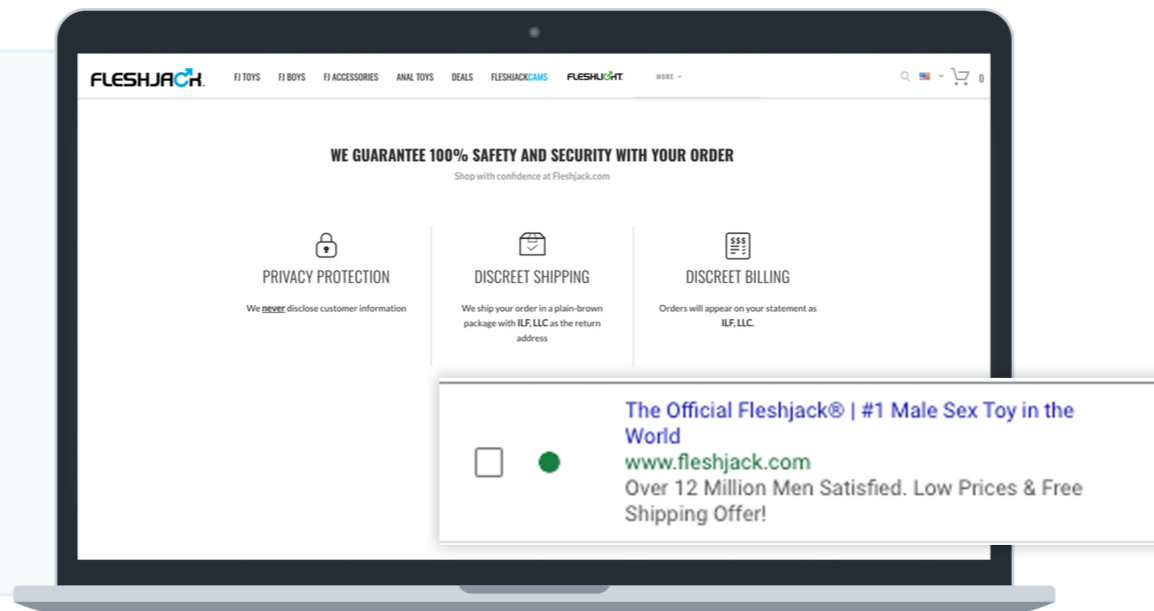
FlashJack Increased Conversions By 18% And Increased Revenue by 12% Through A/B Testing Bidding Strategies

FleshJack sells adult toys and accessories to assist in creating a positive sexual health experience for couples or individuals in the LGBTQ community.

FleshJack, belonging to the Interactive Life Forms umbrella had a unique digital campaign, but needed help managing their large campaigns. They decided to work with KlientBoost to help them manage their Google Adwords for eight of their e-commerce websites. **Using techniques such as A/B testing bidding strategies and single keyword ad groups, FleshJack saw a 18% increase in conversion, a 12% increase in revenue, and a 15% increase in CTR.**

How We Did It:

- A/B Testing Bidding Strategies
- Single Keyword Ad Groups
- Different Ad Variations
- N-Grams



The Results

↑ **18%**
Increase in Conversions

↑ **15%**
Increase in CTR

↑ **12%**
Increase in Revenue



“Our top goal for any campaign that we run is always to ensure that our return on ad spend is sufficient enough (for us, at least a 3.0) to justify the expenditure. It was a long-term goal, but KlientBoost has been able to help us achieve that goal this year. Because we measure results on at least a monthly basis, they're able to test for a sufficient period of time but not long enough to do any financial harm if the campaign doesn't succeed, and then adjust as needed. This speed has allowed us to take small but measured steps toward our goal, which we've now surpassed.”

Daniel Harvell – Marketing Director | Interactive Life Forms