

FleshLight AU Increased Their Conversions By 17% & Increased Their Conversion Rate By 12% Through Smart Bidding

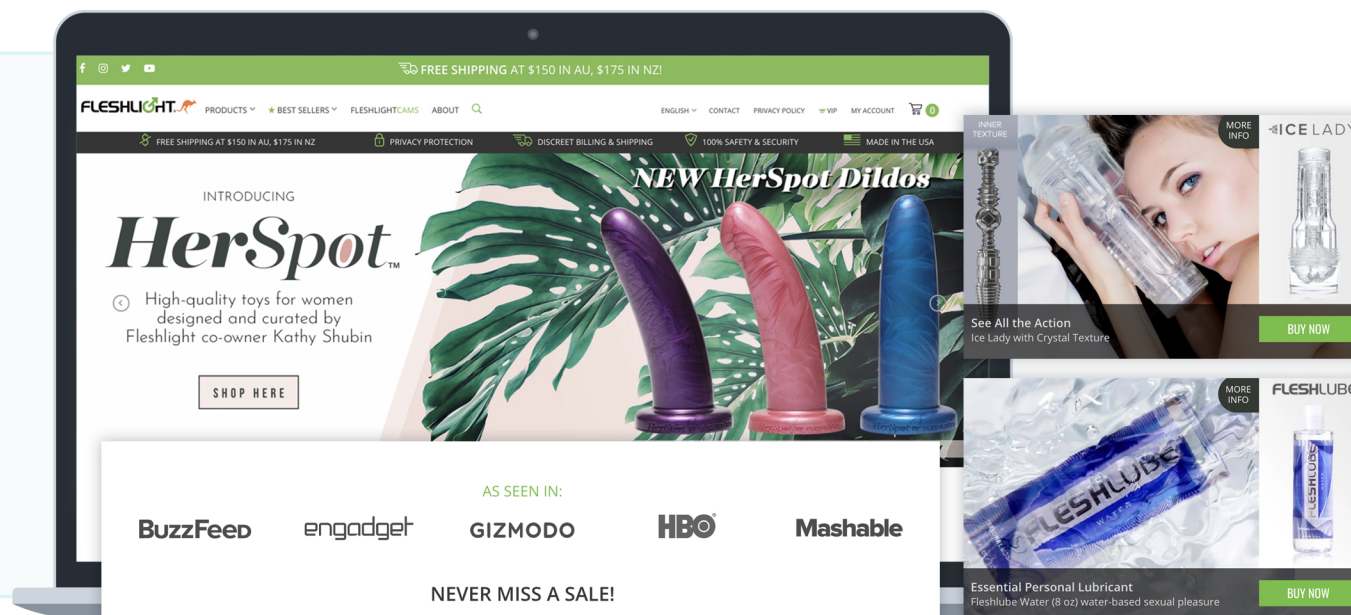


FleshLight AU is the world's leading male sex toy company that caters to every unique and custom preference for couples or singles as well as for the LGBTQ community that deliver in discreet packaging.

FleshLight Australia needed help managing their large campaigns. Having to balance eight of their e-Commerce websites, FleshLight AU needed expert help managing their Google Ads campaigns for their eight websites. Combining forces with KlientBoost, they applied techniques like smart bidding, experiment campaigns, and N-Gram scripts that resulted in an increase to their conversions by 17%, and a 12% increase to their conversion rate, that also led to a 10% increase to their ROAS.

How We Did It:

- Smart Bidding
- Experiment Campaigns
- Single Keyword Ad Groups
- N-Gram Scripts



KlientBoost was brought on board to manage Google AdWords for our eight e-commerce websites. Most of their projections involve: keyword & placement research, managing multi-channel PPC networks, ongoing PPC auditing, competitor research, ad split testing, conversion review, proper audience targeting, keyword & geo granularity, bid management execution and analytics reporting. 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 | FleshLight

The Results

↑ **17%**
Increase in Conversions

↑ **10%**
Increase in ROAS

↑ **12%**
Increase in Conversion Rate