FleshLight Canada Saw A 52% Increase To Their Conversions & A 41% Increase In Revenue Through Experiment Campaigns

FleshLight Canada 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 Canada is one of the eight e-Commerce websites that needed help increasing their conversions. They decided to resource KlientBoost to help them manage and scale their Canada Google Ads campaigns to drive results up. Through single keyword ad groups, smart-bidding, and experiment campaigns, **FleshLight CA saw a 52% increase in their conversions, and a 31% increase in conversion rate, that resulted in a 41% increase to their revenue, and a 25% increase to their CTR.**

How We Did It:

- Smart Bidding

- Experiment Campaigns

- Single Keyword Ad Groups

- N-Gram Scripts
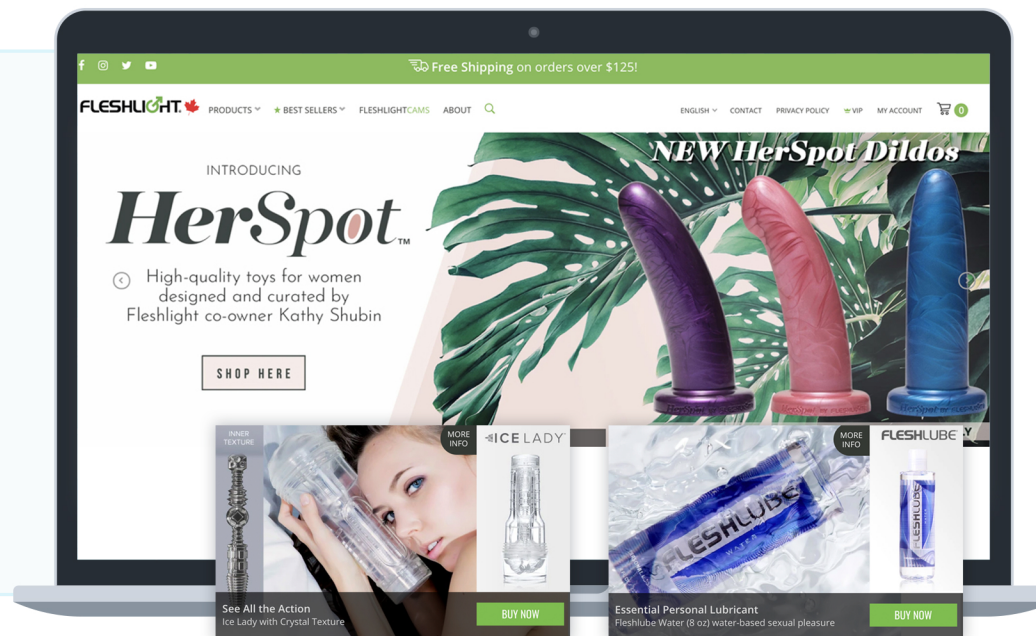
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KlientBoost was brought on board to manage Google AdWords for our eight e-commerce websites. Most of their projections involve: keyword & placement research, managing multi-channel PPC networks, ongoing PPC auditing, competitor research, ad split testing, 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

↑ **52%**
Increase in Conversions

↑ **41%**
Increase in Revenue

↑ **31%**
Increase in Conversion Rate

↑ **25%**
Increase in CTR