

# How FleshLight European Union Increased Their Conversion Rate By 24% While Trimming Their CPA To 13% Through Language Based Ads

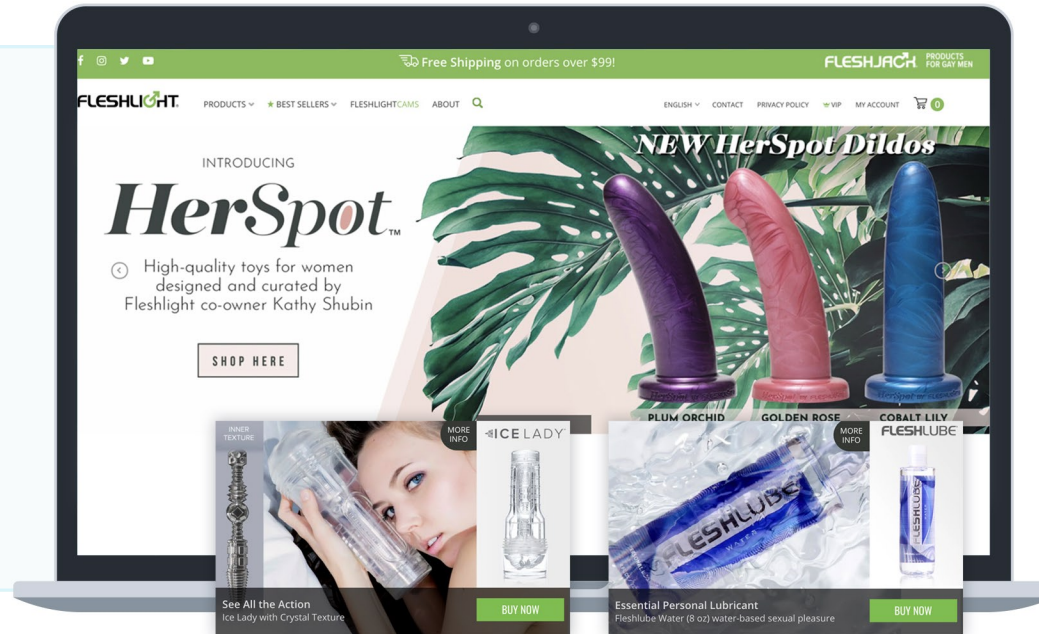


FleshLight European Union is the world's leading male sex toy company that caters to every unique and custom preference for couples or singles as well as for the LGBTQ community that deliver in discreet packaging.

FleshLight European Union (EU) also wanted to get results that their other e-Commerce websites in Canada and Australia were seeing, so they had the experts at KlientBoost help them increase their results. Using techniques like language based ads, smart bidding, and single keyword ad groups, **FleshLight EU saw a 24% increase to their conversions, and a 17% increase to their ROAS, while seeing a decrease to their CPA by 13%.**

## How We Did It:

- Smart Bidding
- Experiment Campaigns
- Single Keyword Ad Groups
- Language Based Ads



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

↑ **4%**  
Increase in Conversions

↓ **13%**  
Decrease in CPA

↑ **17%**  
Increase in ROAS

↑ **24%**  
Increase in Conversion Rate