

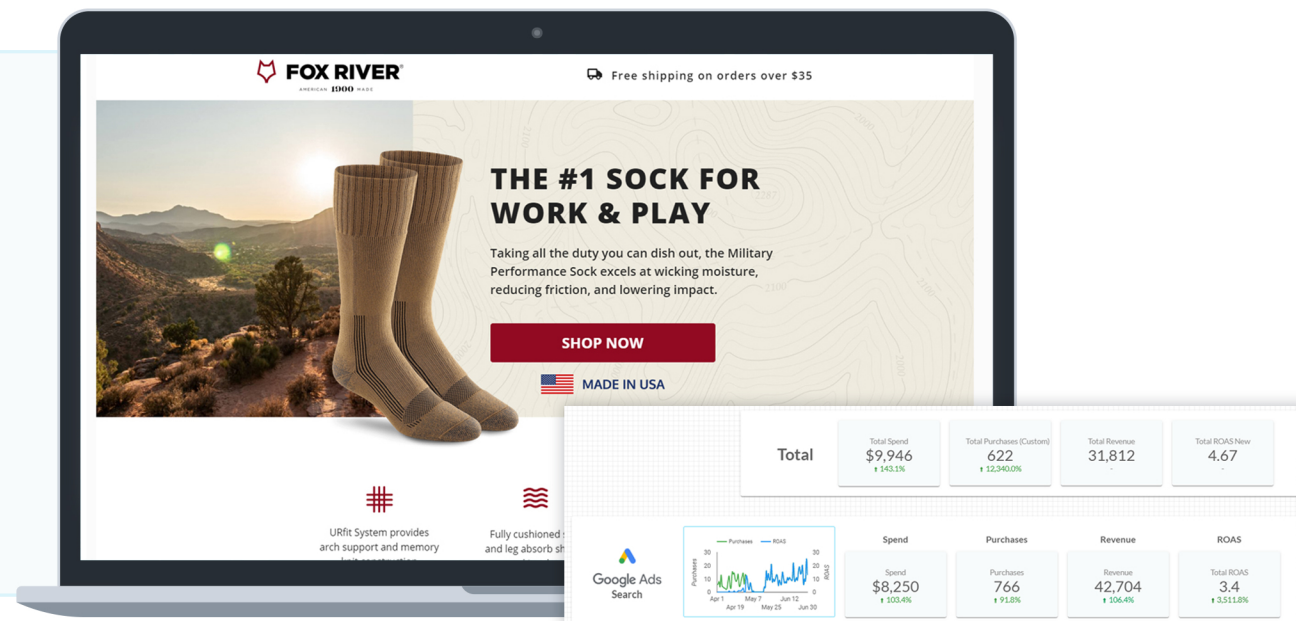
Fox River Mills Increased Their ROAS By More Than 3,500% And Increased Their Revenue By 106% Through Facebook Catalog Campaigns

Fox River Mills is the nation's leading manufacturer of outdoor, sports & lifestyle performance socks since 1900. Fox River continues to make high-quality & environmentally-friendly socks, that style any consumer from the adventurous camper to sports, military, and families as well.

Being a well-known brand name for more than a century, Fox River felt that they could level-up their growth even more. They decided to reach out to the experts at KlientBoost to help them scale their Google Ads and Facebook campaigns. Right away, Fox River was impressed by the techniques and results KlientBoost used to help them achieve the results they desired. **Through Facebook power 5, single keyword ad groups, smart-shopping campaigns, UGC videos, and a 15 second ad shot on B-Rolls, Fox River increased their ROAS by 3,511%, and increased their conversions by 91%, that resulted in a 106% increase in revenue.**

How We Did It:

- Single Keyword Ad Groups
- Smart-Shopping Campaigns
- Facebook Catalog Campaigns
- Facebook Power 5



"We were in serious need of an SEM/PPC overhaul. With a limited internal resource pool, we needed a knowledgeable resource whom could grab the reigns and drive this channel forward with minimal support from our side. KlientBoost is prompt and extremely data driven yet deliver with a personal touch. They truly dug in to who we are as a brand and began reworking our existing campaigns to see what was salvageable. After thoroughly understanding what was performing historically, they began testing and scaling to meet our targets. We had originally been operating at a -2 ROAS and KlientBoost propped us back up to a 6 return. Their brand style and the team's energy are the most impressive."

Shaun Erlebach - Director of e-Commerce | Fox River

The Results

↑ **3,511%**
Increase in ROAS

↑ **106%**
Increase in Revenue

↑ **91%**
Increase in Conversions