

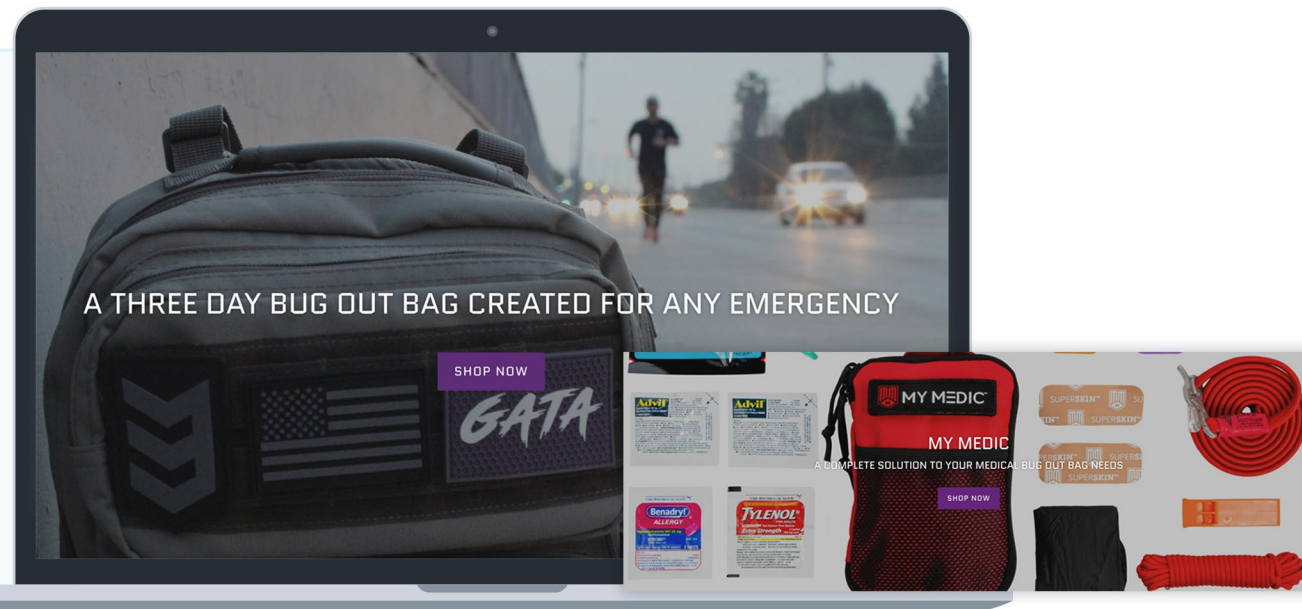
How GATA Increased Their Conversions by Over 3,300%+ Through A/B Testing Creatives and Facebook Power 5

GATA set out to provide their customers with the tools they need when disaster strikes. They offer a wide variety of high-quality bug out bags, face masks, face coverings, and survival kits to ensure their customers are equipped with the proper, quality items when they need them the most.

GATA wanted to improve their social campaigns but did not feel confident enough to implement the techniques on their own. They needed guidance to reach their target audience, so they sought out KlientBoost to show them what techniques the experts use. Through Facebook power 5, super lookalike audiences, and Google shopping, GATA increased their conversions by 3,339%, and increased their Instagram purchases by 45%, that also led to a 183% increase in store orders that resulted in a 147% increase to their revenue. Needless to say, GATA was more than impressed with the results KlientBoost was able to scale for them.

How We Did It:

- Facebook Power 5
- A/B Testing Creatives
- Super Lookalike Audiences
- A/B Testing Ad Copy
- Google Shopping



We hired KlientBoost to set up and manage our paid ads, asking initially to get us on Facebook, Instagram, Google Ads, Search, Pinterest, and YouTube. Since working with KlientBoost, sales from paid ads have increased to account for 20% of our total revenue. They also manage our ads on Facebook and Google and we see good return that's worth the investment. We also enjoy working with our account manager who is always helpful and easy to get a hold of. We were impressed by our project manager's understanding of Facebook Ads and his determination to improve FB performance. He is also quick to troubleshoot and fix things that require his expertise. Additionally, we appreciate his constant and clear communication.

Lauren Landaverde - Marketing Director | GATA

The Results

↑ **3,339%**
Increase in Conversions

↑ **107%**
Increase in Conversion Rate

↑ **147%**
Increase in Revenue