

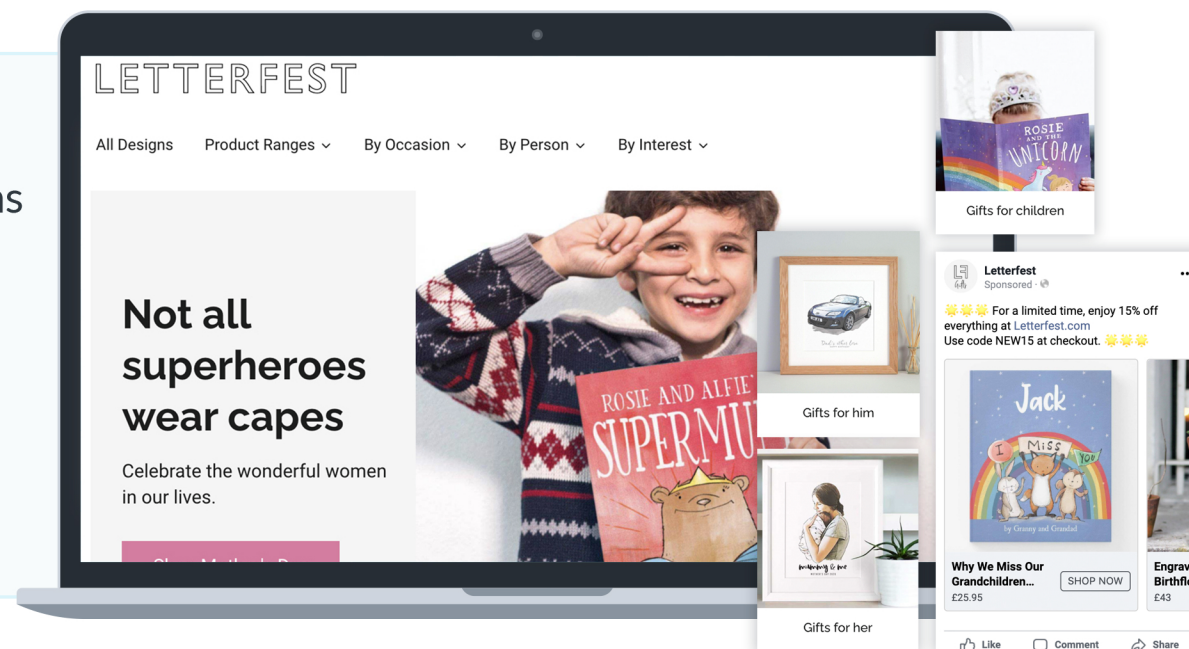
How Letterfest Saw A 251% Increase In Their Revenue Through Segmented Smart Shopping Campaigns

Letterfest is #1 in creating handmade, personalized gifts. Based in England, Letterfest has a team of expert craftsmen and artists who personally hand make all gifts that ship worldwide. From personalized books to illustrations or engraved pottery & stones, Letterfest understands every person and every occasion is unique just as their products.

Letterfest sought out new opportunities to increase their purchases, and needed a bit of guidance on what techniques to use for their campaigns. They decided to turn to the experts at KlientBoost to help them manage their Google Ads campaigns to increase their purchases. Using techniques such as segmented smart shopping campaigns, single keyword ad groups, and single product ad groups, **KlientBoost helped Letterfest increase their conversions by 280%, that resulted in a 251% increase in their revenue, while decreasing their CPA by 24%.**

How We Did It:

- Segmented Smart Shopping Campaigns
- DSA Campaigns
- Single Keyword Ad Groups
- Single Product Ad Groups
- Adjusting Target Bid Goals



We hired KlientBoost to help us manage our Facebook and Google Ads Campaigns. We chose them because of their technical expertise and good reviews. To date, they have helped us achieve 700% YOY growth! There are great communicators and are very reliable. They give us great quality of service with excellent communication and deliver great results.

James Reader - Marketing Director | Letterfest

The Results

↑ 280%
Increase in Conversions

↑ 251%
Increase in Revenue

↓ 24%
Decrease in CPA

↑ 58%
Increase in CTR

↑ 22%
Increase in ROAS