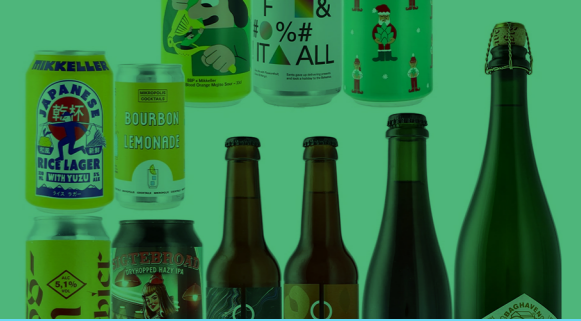


Mikkeller Increased Their Revenue By 362% And Increased Their ROAS By 500% Through Single Keyword Ad Groups

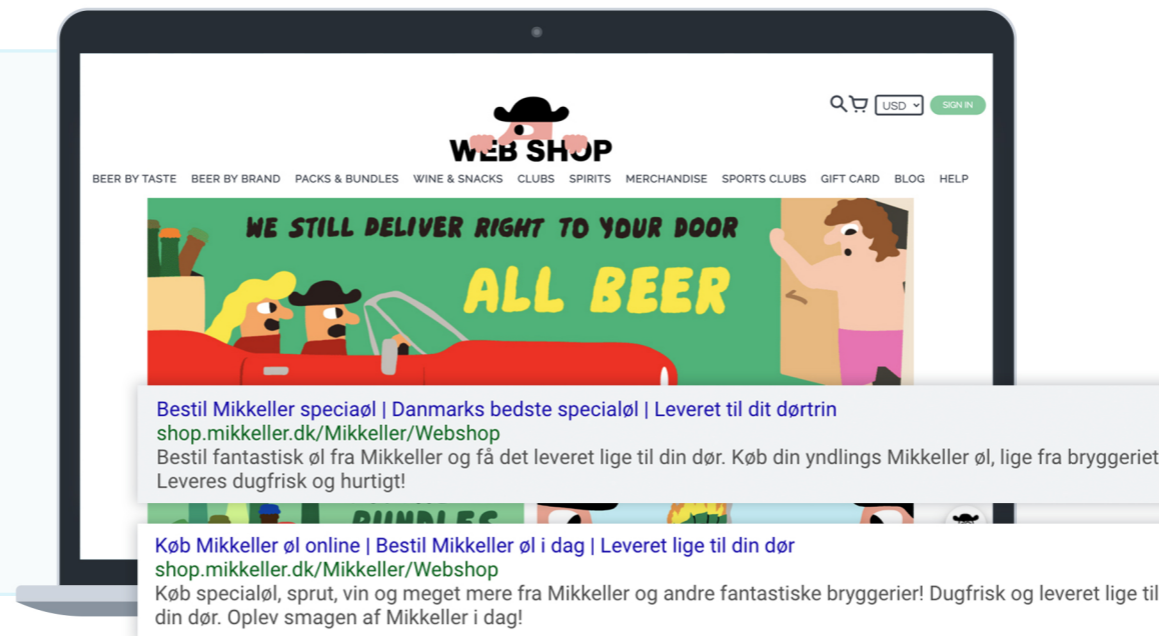


Mikkeller is an internationally acclaimed, micro-brewed beer that has grown its business to 50 different countries. They strive to create an ambient and elegant environment for both beer lovers and novices to enjoy.

Mikkeller wanted to take their digital marketing to the next level by increasing their sales, but they did not want to break their budget in the process. They interviewed numerous different agencies, and excitedly agreed to partner up with KlientBoost to manage their Google Ads campaigns. Using techniques such as single keyword ad groups, keyword tapering, and native language ads, **Mikkeller saw a 500% increase in their ROAS, and more than 350%+ increase in their revenue, while decreasing their CPA down to 57%.**

How We Did It:

- Single Keyword Ad Groups
- Native Language Ads
- Keyword Tapering
- Impression Share Spending



The Results

↑ **362%**
Increase in Revenue

↑ **500%**
Increase in ROAS

↓ **57%**
Decrease in CPA

↑ **145%**
Increase in Conversion Rate



"We hired KlientBoost to take our Google Adword campaigns to the next level. We wanted to increase the total volume of sales as well as increase our ROAS. We knew of KlientBoost through our personal network and have heard many great things. They developed a strategy on how to achieve the goals we set in the best way possible, which they are currently executing with amazing results so far! Their workflow has been very effective, nice, and they have clear communication and a very down to earth attitude. What was most impressive was how effective they are and how transparent they make the process. Keep going the way you guys are going!"

Andreas Bjulver - Head of Paid Marketing | Mikkeller