

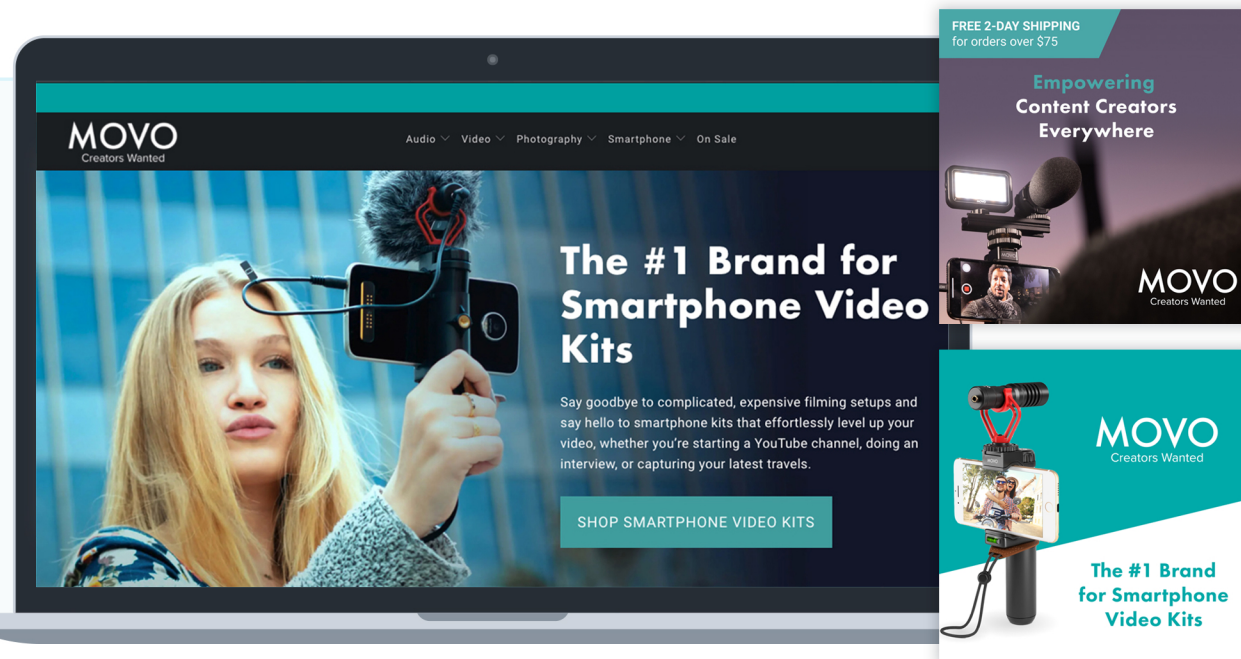
# Movo Increased Their Revenue By 40% Through A/B Testing Landing Pages

Movo specializes in audio, video, and photography gear to help creators and entrepreneurs create innovative, high-quality content. Through their reliable products, Movo has helped shape the content creation community, from filmmakers to photographers, to podcasters and beyond, by sharing these creative voices across countless content platforms around the world.

Movo sought out ways to increase their brand awareness and generate more revenue through their digital marketing campaigns. They worked with KlientBoost to help implement proper techniques and immediately saw the benefits of the partnership. Using methods such as A/B testing landing pages, super lookalike audiences, Youtube video campaigns, and single keyword ad groups, **Movo saw a 40% increase in their revenue and a 19% increase to their conversion volume.**

## How We Did It:

- A/B Testing Landing Pages
- Super Lookalike Audiences
- YouTube Video Campaigns
- Single Keyword Ad Groups



“Our goals were to increase brand awareness, generate leads, and convert target audiences into new customers via digital marketing campaigns. KlientBoost has helped with our paid digital marketing strategy across Facebook, Instagram, and Google. They administered valuable A/B testing for different ad types across Facebook and Instagram. We had weekly meetings to update us on the latest findings and they would advise on next steps/new strategies based on those findings. I found the ease in communicating and working with the team the most impressive.

**Ben Halbertstam** – Social Media & Marketing Director | MOVO

## The Results

↑ **40%**  
Increase in Revenue

↑ **19%**  
Increase in Conversion Volume

↑ **5%**  
Increase in Conversions