

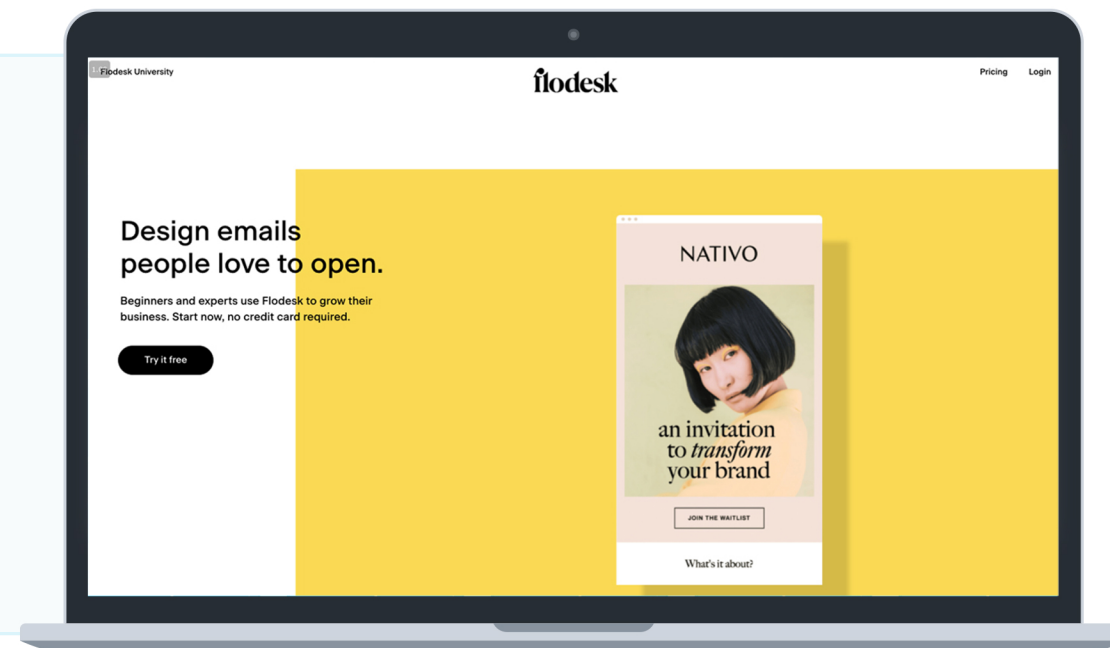
Flodesk Increased Their ROAS By 4,631% And Increased Their Conversion Rate By 719% Through Account Restructuring

Flodesk is an email marketing service that helps its users design and deliver on-brand marketing emails as well as create opt-in forms to grow their email lists and build powerful email automation. With their intuitive email builder, users can create responsive content using drag-and-drop features that help save time.

Flodesk knew their service would be beneficial to businesses needing savvy email design, but lacking the time to execute. They hired KlientBoost to help them increase their ROAS and conversion rates while minimizing the cost per conversion. **KlientBoost went straight to work and incorporated techniques such as Pinterest expansion and customized creatives to help Flodesk skyrocket their ROAS by 4,631% and slash their CPC by 88%. They also incorporated techniques such as Instagram polls and remarketing to increase their conversion rate by 719%.** Needless to say, KlientBoost blew Flodesk's goals out of the park.

How We Did It:

- Pinterest Expansion
- Account Restructure
- Customized Creatives
- Keyword Targeting
- Remarketing
- Manual Bidding
- Instagram Polls



The Results

↑ **4,631%**
Increase in ROAS

↓ **88%**
Decrease in CPC

↑ **719%**
Increase in Conversion Rate