

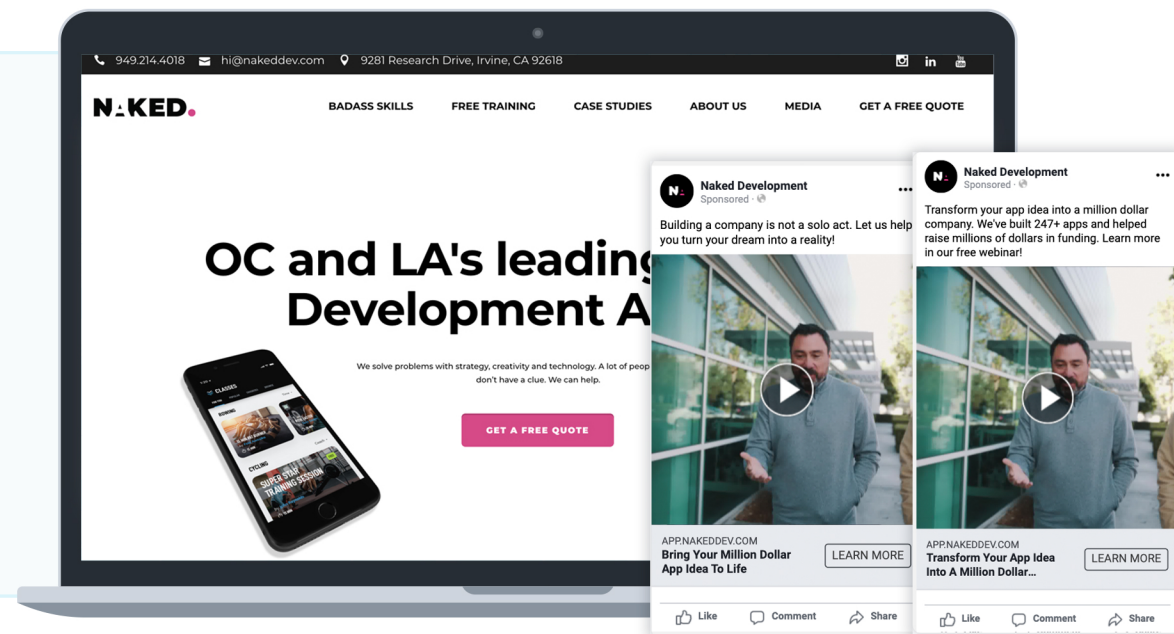
Naked Development Increased Their CTR By 117% While Cutting Their CPA By 61% Through A/B Testing Ad Images

Naked Development is a mobile app development company emphasizing innovative design and intuitive programming to the market. NakedDev builds visually appealing and functionally simple iOS and Android applications that are backed by extensive testing to deliver app ideas into an engaging and sustainable product.

NakedDev turned to KlientBoost to help them manage their paid media campaigns on both Facebook and Google to increase their qualified leads without going over budget. Through constant testing and reporting, KlientBoost realized that by applying techniques such as A/B testing ad images, multivariate CTA offers testing, audience testing, and bidding strategy testing, NakedDev's campaign would optimize even more. **The results NakedDev achieved by the end of Q3 were a 117% increase to their CTR, a 69% increase to their leads, and a 61% decrease to their CPA all while cutting ad spend by 35%.**

How We Did It:

- A/B Testing Ad Images
- Multivariate CTA Offer Testing
- Audience Testing
- Bidding Strategy Testing



We hired KlientBoost to take over our paid media and advise us on strategies to use and where we should be spending our advertising dollars, Facebook vs. Google or both. They devised a strategy for us and kept us on track for spending and getting the max out of our budget. They also help generate quality leads for us and assess where our bad leads are coming from to optimize our performance. I think the way they work together internally is one of the best perks of working with them. If one of them needs help they have a whole team to lean on to make sure we are getting the best advice possible. The team is very knowledgeable and I love that they can also tackle in-house creative for us. I also appreciate that our Account Manager, Haley walks us through anything we don't understand and helps us learn.

Brooke Murphy - Social Media Manager | NakedDev

The Results

 **117%**
Increase in CTR

 **69%**
Increase in Leads

 **61%**
Decrease in CPA