

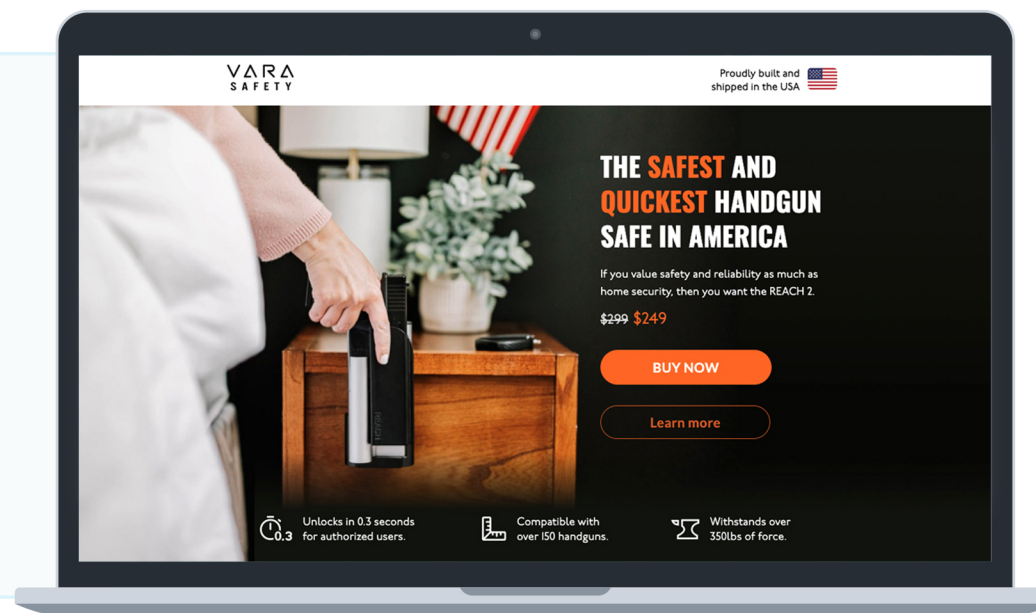
Vara Safety Increased Their ROAS By 40% By Restructuring Their Facebook Ads Account

Vara Safety strives to help responsible gun owners protect their families and homes. With a team of experts, engineers, and operation leaders, Vara Safety offers high-quality and innovative personal protection options for responsible firearm owners.

Vara Safety turned to KlientBoost to help them expand and grow their online presence and increase their sales. Through KlientBoost's data-driven approaches, **Vara Safety saw a 40% increase to their ROAS and a 20% increase in conversions by restructuring Vara Safety's Facebook ads account, a customized landing page, and audience targeting strategies.**

How We Did It:

- Restructure Facebook Ads Account
- Audience Targeting Strategies
- Customized Landing Page
- Removing Conflicting Keywords



We hired KlientBoost to help us expand and grow our online presence and increase sales. KlientBoost has a very rigorous metric-based approach to digital advertising. Their communication was beyond impressive, and their team always responds in a prompt and effective manner. KlientBoost was able to set up a reporting platform that accurately pulled and reported the sales, ROI, and other key marketing metrics. We also got a beautiful landing page to optimize the sales flow for online visitors. Their organization platform utilizing Asana and their metric-reporting platform are immensely helpful for visibility and easy understanding of what is going on.

Timmy Oh – Co-Founder/CEO | Vara Safety

The Results

 **20%**
Increase in Conversions

 **40%**
Increase in ROAS