

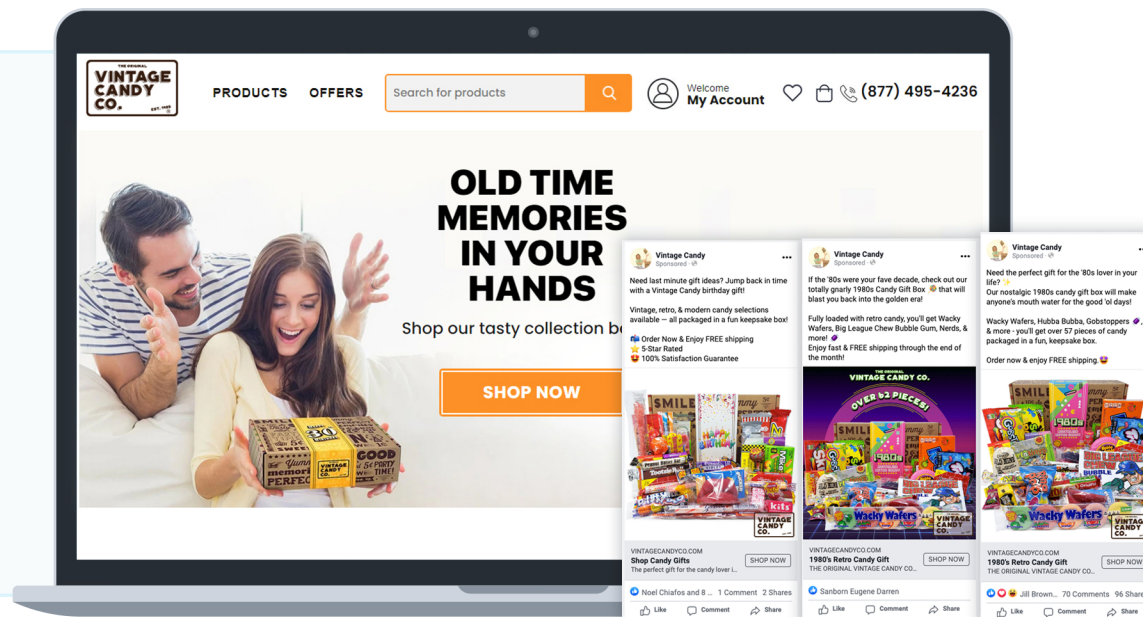
Vintage Candy Increased Their Conversions By 157% While Decreasing Their CPC By 12% Through Product Specific Ads

Vintage Candy produces unique, nostalgic candy gift boxes that are suited for any special occasion. With over 130,000 happy customers, Vintage Candy offers fast, free shipping on their themed candy gift boxes, ranging from decades to birthdays to holidays, and more.

Vintage Candy turned to KlientBoost to help them build out, manage, and grow their digital campaigns. Within 1 month, KlientBoost helped Vintage Candy launch on Facebook and Google Ads, increasing PPC campaign revenue by 178%, increasing their PPC conversions by 157%, and decreasing their CPCs by 12%. KlientBoost was able to accomplish these results for Vintage Candy by applying top-of-funnel prospecting campaigns, utilizing lookalike audiences, running a Father's Day campaign, A/B testing ad copy variations, as well as running product-specific ads.

How We Did It:

- Top of Funnel Prospecting Campaigns
- Father's Day Campaign
- A/B Testing Ad Copy
- Product Specific Ads
- Lookalike Audiences
- Broad Interest Audience



I came into KlientBoost with practically zero data in both Google and Facebook. Regardless of this, Amy and Gabriel pulled different tricks out of their sleeves to help build out multiple campaigns on both platforms. They even took the time to explain optimization strategies and targeting tactics that they implemented along the way, as well as relaying key learnings on converting keywords and audiences. The team was constantly gathering data, testing new ideas, and identifying ways to improve account performance. I enjoyed the level of professionalism and thought leadership that was displayed throughout the course of the relationship.

Brock Richards – Owner | Vintage Candy

The Results

↑ **178%**
Increase in Revenue

↑ **157%**
Increase in Conversions

↓ **12%**
Decrease in CPC

↑ **63%**
Increase in Search Impression Shares