

How autoRetouch Increased Their Conversions By 63% While Decreasing Their CPA By 17% Through Google Video Ads

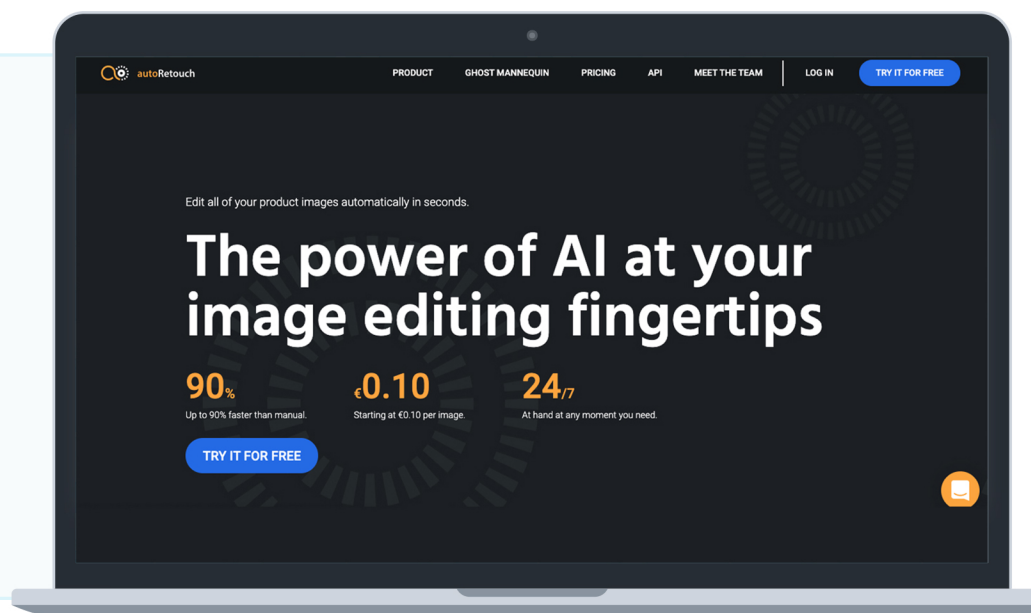


autoRetouch is an AI-powered image editing platform that helps businesses edit images in bulk. autoRetouch has helped businesses save time and money by automating the process of individually editing hundreds of photos they would have edited by hand.

autoRetouch was in search of a true expert partnership to help them manage their paid media channels of Google Ads and Facebook Ads, as well as keyword research. **After hiring KlientBoost, autoRetouch saw their conversions increase by 63% and their CPA reduce by 17%.** The techniques that KlientBoost utilized to achieve these results were custom intent campaigns and branded RLSA campaigns as well expanding to Google video ads and YouTube campaigns to help autoRetouch achieve their desired results.

How We Did It:

- Google Video Ads
- Branded RLSA Campaigns
- YouTube Campaigns
- Custom Intent Campaigns



We looked at a few agencies over the evaluation period and KlientBoost earned our trust by being open about what they know and also having a great sense of collaboration. KlientBoost took over our management of our paid media channels that consisted of Google Ads and Facebook Ads. They also assisted with keyword research. Over the last quarter, they helped our cost per interaction go down by 17% and increased our conversions on the monthly level by 60%. They are excellent and call us regularly. They're quite responsive and give you more of their time than would be expected. They make their client's success their top priority. They are a trusted advisor and we're quite happy with them.

Julian Eckerle – Co-Founder & Chief Revenue Officer | autoRetouch

The Results

↓ **17%**
Decrease in CPA

↑ **63%**
Increase in Conversions