

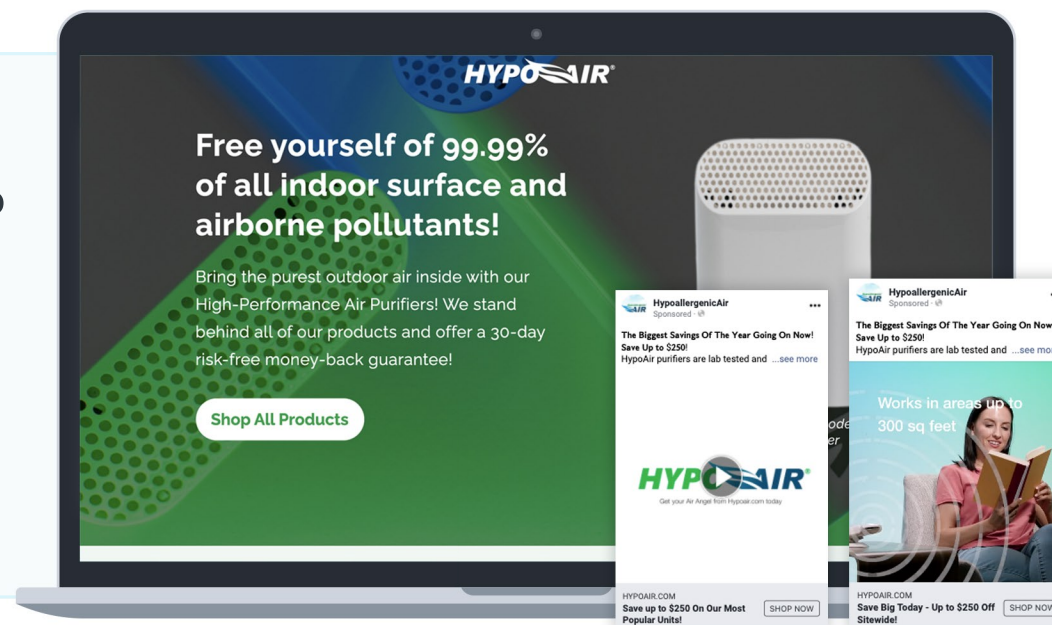
HypoAir Skyrocket Their Black Friday Cyber Monday Conversions By 108% Through New Creative Ads With Creative Studio

HypoAir provides high-performance air purifiers that eliminate 99.99% of contaminants in the air that is backed by 15 years of laboratory testing. HypoAir believes your indoor air quality should be as pure and clean as possible to protect your home and loved ones from airborne toxins.

HypoAir was in search of a partner who could help them simultaneously increase conversions and grow their business. By the end of Black Friday | Cyber Monday 2020, HypoAir was able to hit its goals, but it wasn't until resourcing KlientBoost's creative studio that HypoAir saw a staggering increase to their campaigns by the end of Black Friday | Cyber Monday 2021. **Through new creative ads with KlientBoost's creative studio, AIDA creative audit, and lookalike audiences, HypoAir saw a 108% year over year increase in BFCM conversions, 107% year over year increase in BFCM revenue, and 78% year over year increase in BFCM conversion rate.**

How We Did It:

- New Creative Ads Through Creative Studio
- AIDA Creative Audit
- Lookalike Audience Testing



“Our company experienced rapid growth in 2020 (8x) and we needed a company to assist us in getting our ad management to the next level. KlientBoost helped us do just that. We achieved upwards of 13 ROAS during the Christmas season and averaged around 5-6 during the slower parts of the year. Perhaps the thing I appreciated most about KlientBoost, aside from the people, was the strong communication system in place to ensure that everyone was on the same page and things were transparent.

David Milburn - CTO | HypoAir

The Results

↑ **108%**
Increase in Conversions

↑ **107%**
Increase in Revenue

↑ **78%**
Increase in Conversion Rate