

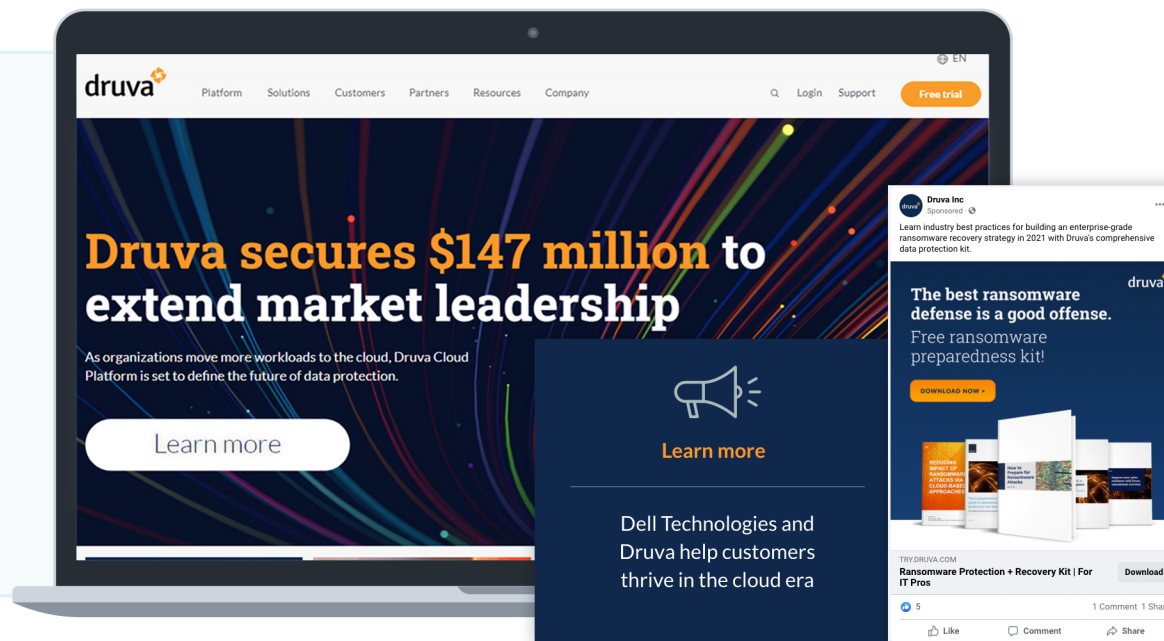
Druva Saw A 160% Increase To Their Conversion Rate And A 14% Decrease To Their CPA Through Facebook Power 5

Druva is the global leader in Cloud Data Protection and Management that helps their users reduce cost and time, by removing the burden of unnecessary hardware and capacity planning. Druva helps their users accelerate and protect their cloud projects as well as increase cyber resilience through their platform, by providing their users a secure, backup solution that will allow them to recover data with the scale and simplicity of the public cloud.

After seeing success and achieving growth from their North America campaign, Druva agreed to work with KlientBoost to expand their growth even more with their international campaign. After briefing KlientBoost on their vision, KlientBoost quickly went to work and applied the proper techniques to help Druva's international campaign achieve the growth they wanted. **By using techniques such as Facebook power 5, target CPA, portfolio bid strategies, and Facebook ads, Druva saw an increase to their conversion rate by 160% and to their conversions by 97% while reducing their CPA by 14%.**

How We Did It:

- Facebook Ads
- Facebook Power 5
- Target CPA
- Portfolio Bid Strategies
- Customized Landing Page
- Breadcrumb Technique



We worked with KlientBoost for a year and they helped us reach our initial lead generation goals. The team managed our paid search and paid social accounts and helped us expand into new ad platforms to help increase performance and reach/awareness. They provided account management, landing page optimization, creative services, and technical troubleshooting when we had issues with integration with our CRM. You'll have access to a wealth of information and strategies as they are constantly testing across different accounts and the KlientBoost team can see what is working and what isn't so that we can pivot quickly when needed.

Simon Chaung – Senior Digital Marketing Manager | Druva

The Results

↓ **14%**
Decrease in CPA

↑ **97%**
Increase in Conversions

↑ **160%**
Increase in Conversion Rate