

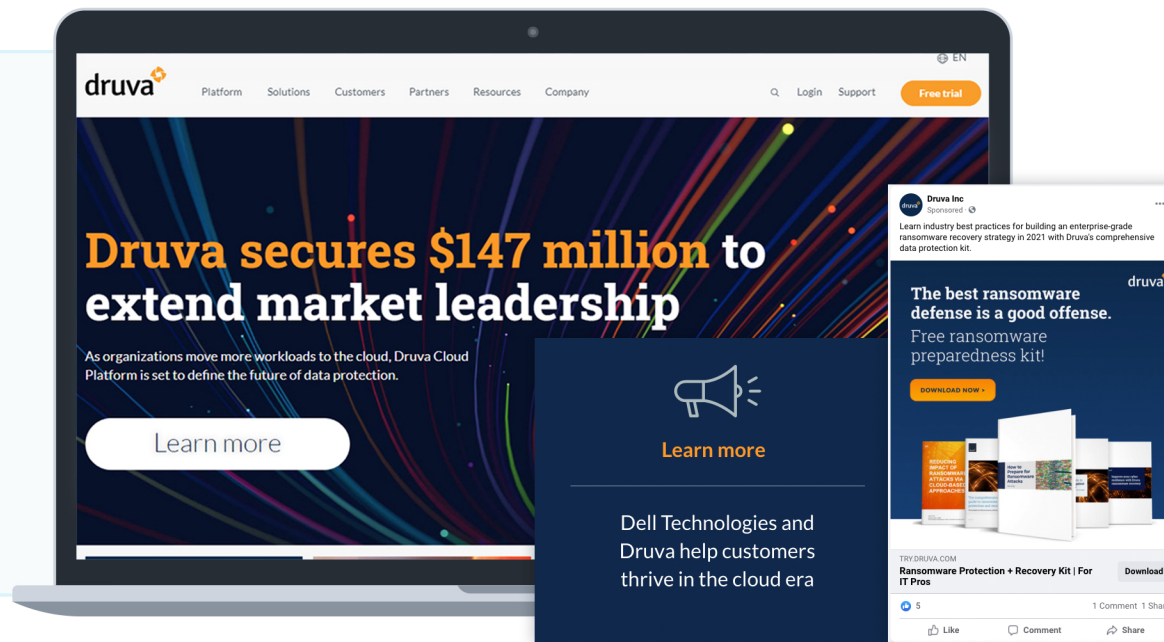
Druva's North America Campaign Increased Their Conversions By 23% Through Facebook Ads

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.

Druva wanted to achieve similar results as their international campaigns were displaying, so they hired KlientBoost to manage their North America campaign. Using similar techniques such as Facebook Ads, Facebook power 5, the breadcrumb technique, and customized landing pages, **KlientBoost helped Druva increase their conversions by 23%, and their conversion rate by 8% while maintaining static CPA.**

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

↑ 23%
Increase in Conversions

↑ 8%
Increase in Conversion Rate