

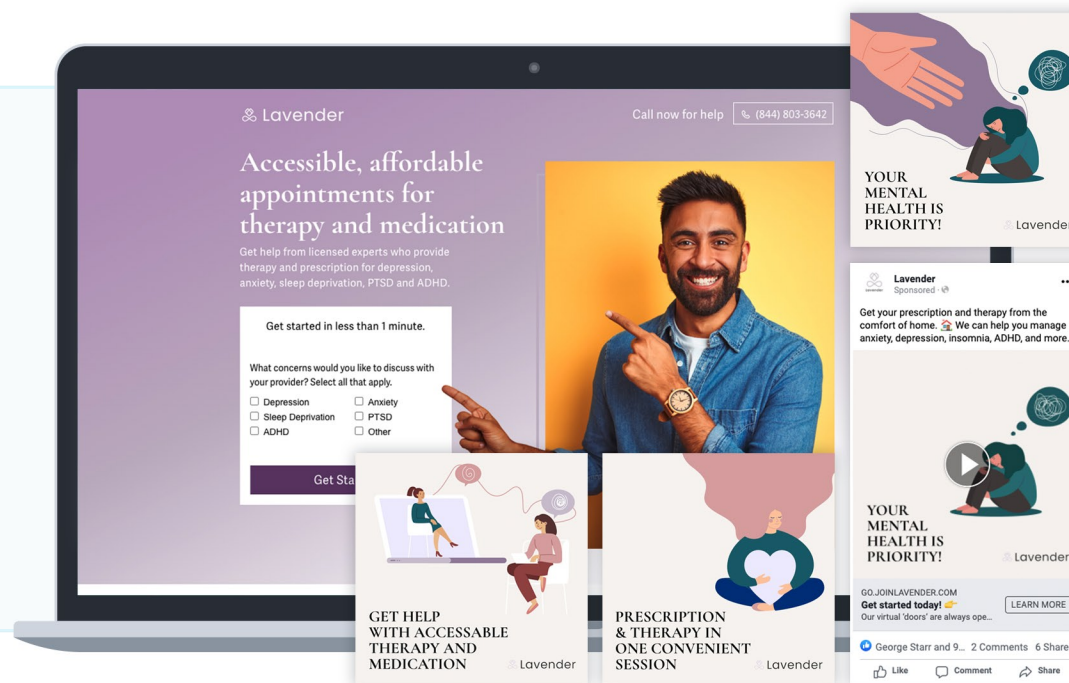
How Lavender Increased Their Conversions By 150% While Cutting CPA By 57% Through Animated Ads

Lavender is a modern mental health care service that is rewriting the playbook on the standards of psychiatric care. Lavender was created to solve the overwhelming demand for therapy and its rising costs, by providing fair rates and first-class services as thousands of individuals struggled to access affordable therapy.

After seeing success and achieving growth from static ads within their PPC campaigns, Lavender agreed to work with KlientBoost's Creative Studio to develop animated creative for new ads. After creating custom animated ads for Lavender, KlientBoost strategists tested these ads through Facebook Ads utilizing combined Facebook and Instagram placements. These ads also used demo and location targeting that aligned with Lavender's core target audience in both New York and Washington state. After only the first two weeks, **the new animated ads lead to more growth and additional leads for Lavender. Within their paid social campaign, the ads resulted in a 150% increase in conversions and a 22% increase in traffic while decreasing their CPA by 57%.**

How We Did It:

- Custom Animated Ads
- Facebook Ads Placement
- Instagram Ads Placement
- Targeted Locations
- Tested on Facebook Ads Manager



KlientBoost has been integral in helping our practice grow. They have helped us increase traffic to our website and generate leads. Thanks for KlientBoost's efforts, our lead costs have gone down, and our cost per action has been reduced by half. Their team has been wonderful and collaborative, and we look forward to seeing where your continued relationship will take us.

Siew Lai - Client & Provider Success Manager | Lavender

The Results

↑ 150%
Increase in Conversions

↓ 57%
Decrease in CPA

↑ 22%
Increase in Traffic