

# Case Study: KillCliff

KillCliff Avg. Monthly Conversions Increased by **+90%**

## Objective:

Increase Quality traffic on brand website that results in conversions.

## Insights:

Strategic approach to target users on search channel to drive quality traffic.

Retarget search qualified traffic on display channels.

Scale Account monthly spends by **50%** and delivered **90%** increase in Avg. monthly conversion volume.

### Tools Used



KILL CLIFF

SHOP DRINKS SUBSCRIBE GEAR

OUR MISSION WHOLESALE



**+90%**

Avg. monthly conversions

**+110%**

Avg. Monthly Revenue

