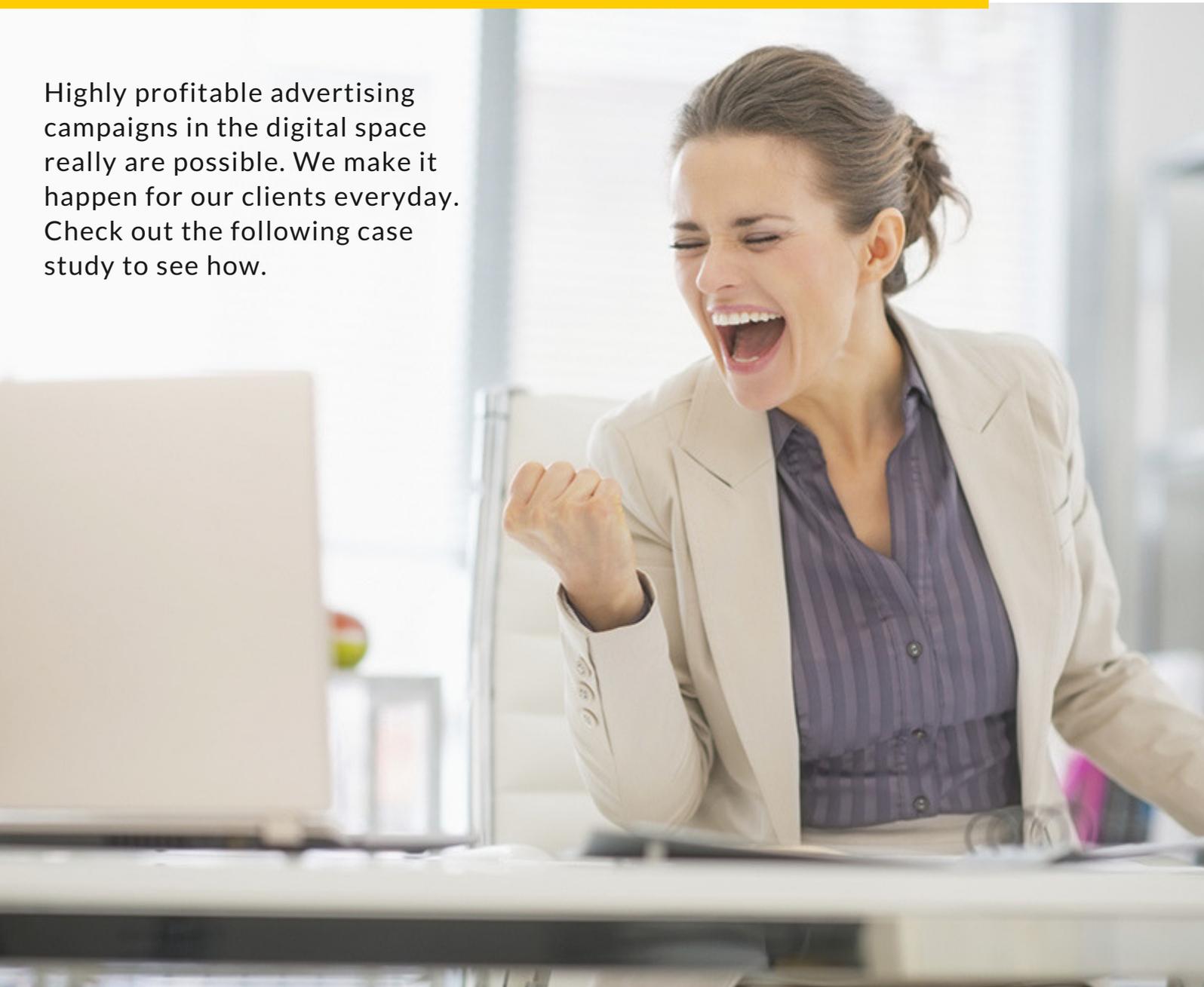


What makes us different?

# our clients get actual results.

Highly profitable advertising campaigns in the digital space really are possible. We make it happen for our clients everyday. Check out the following case study to see how.



# so, there's this eCommerce client...

AND MAN, DID THEY LIKE WHAT WE GOT THEM.



our consulting generated **\$25,000 for them in 3 days.**

A beauty eCommerce company that sells to women predominately in the UK reached out to us to expand their reach and enter the U.S. market in a strong way. They'd been working with an ads agency for 6 months and were getting abysmal results. They signed a contract with us to see if we could consult with them to craft a marketing strategy that could get them a 4x ROI.

We worked extensively with them over the course of 8 weeks to provide guidance in building their advertising strategy and on execution - a unique challenge with a business owner who had never even seen Facebook Ads Manager before.

## so how'd that work out for them?

The KR Agency advised and coached them through a full website revamp to optimize their site for conversions with copy that resonated with their core audience, crafted a week-long giveaway campaign to drive traffic that would allow their pixel to help Facebook optimize for the right audience, and guided them through a flash sale by building a conversion campaign complemented with a sophisticated retargeting strategy to drive and maximize sales. During this sale, they made nearly \$25,000 in sales over 3 days alone.



## And we'd only just begun.

Rather than continue to run ads on their own once the flash sale ended, despite their success they requested that we take over their Facebook advertising to free up more of their time to focus on their expansion and operational strategy. How did we do? See for yourself.

# the proof is in the pudding.

## in just 30 days:

We provided this eCommerce client with next-level results. To give you a point of reference, as of Q4 of 2017, the average CTR for eCommerce in the beauty industry is approximately 1.16%. A ROAS (Return on Ad Spend) of 4 to 5 is considered excellent, and a total ROI (Return on Investment) of 2 - 3 is widely considered to be a successful campaign. Further, the average cost per action (CPA) in the beauty niche within the eCommerce industry is \$25.83.

The KR Agency created a multi-campaign system that blows past every performance benchmark professionals use to assess a campaign's effectiveness. Not only did we garner a CPA of \$5.67 for this client, **for every \$1 they paid to Facebook, they received nearly \$30 in sales** - well above the industry average, even among the most seasoned advertisers. **Our ads garnered \$55,570 in sales for them in just 30 days.** In just one day, they were able to make back the ad spend they paid to Facebook for the entire month.

**In just the first 30 days of launch, we garnered \$55,570 in sales from \$1,878 in ad spend. That's a ROAS of 29.58x. That's more than double their monthly sales volume.**

We developed a multi-tiered, evergreen, ROI-driven strategy for this client that would deliver on their desire to boost sales. By running extensive market research to identify audiences that are already primed to buy this clients' products, by producing eye-catching, highly sharable copy and creative based on our research findings that educates, entertains, and resonates, and by analyzing and optimizing campaigns via split testing creative and copy, **we were also able to achieve nearly double the industry click through rate, skyrocket their engagement rate by 478%, and cut their cost per acquisition down by 326%.**

We are in the process of scaling this campaign further; this client is on track to generate \$221,000 in monthly sales from our advertising system by July.

But don't take our word for it. Check your inbox for this client's video testimonial.

# WORKING WITH THE KR AGENCY

## WHY DO YOU NEED TO WORK WITH US?

Digital advertising is a skill. Think of the arena like a boxing ring and your company as a boxer. There's a ton of completely geeky, unglamorous work that goes on in the background to ensure success in the ring. And even if you think you're strong and tough, the minute you enter the ring with other highly skilled companies, you're going to get roughed up really badly if you're not thoroughly prepared. At The KR Agency, it's our job to ensure you don't get knocked out in the ring by providing expert guidance and consulting so that you can jump on the fast track and take advantage of Facebook's immensely powerful platform. That mean neither you nor your teams ever have to spin your wheels figuring out how to:

- Look for the right audience,
- Determine which types of ads will work for your industry,
- Test and determine which ad creative & copy works best,
- Identify which winning ads to scale,
- The most effective format for a funnel,
- Execute on exactly what to do if or when an ad stalls,
- Keep up with Facebook's ever-changing algorithm, features, and policies,
- Track your audience's activities & figure out how to take advantage of their movements, or
- How to actually design, build, and implement *any* of this stuff.

# we get results.



## Testimonials

"Our returns have gone through the roof since becoming a KRA client. Kai is among the best in the industry, not simply because she and her teams get results, but because they're a dream to work with while they're doing it. They're always looking for ways to optimize our campaigns and get even more sales for our company."

— Shizuka Y. | eCommerce

"99% of businesses out there are doing Facebook advertising ALL wrong. We used to be one of them and we didn't even know what we didn't know. We made almost \$60,000 in sales this week from \$3,100 in ad spend. I LOVE winning. We couldn't have done that without The KR Agency."

— Michael P. | Retail

"Consulting with The KR Agency has dramatically changed the way we approach advertising. We've done away with advertising we weren't seeing ROI from. As a result, we've made progress towards our Q4 goals in leaps and bounds. They really know their stuff."

— Rebecka M. | eCommerce

"I was extremely skeptical - there are a lot of useless marketers out there. But something about Kai told me The KR Agency was the one. We just made \$31,973 online 3 weeks after launching the final version of our ad. Her services paid for themselves twice over in Week One."

— Luis M. | eCommerce



## YTD stats

Sales to date - \$20.8 mm+

New clients & customers - 37k+

Average eCommerce CPA - \$10.21

# so, get started.

YOUR NEXT STEPS



## we know what works.

Our merry little team of rockstars show smart, successful, and frustrated business owners like you how the marketing and advertising game really works, making Madison Avenue agency-quality marketing & advertising accessible to small and mid-size companies. We reveal insider secrets that have been preventing perfectly capable and savvy people like yourself from reaching their companies' goals when it comes to sales, and we pride ourselves on advertising that gets real results. Ready to rock?

Get in touch at [kai@krdesignagency.com](mailto:kai@krdesignagency.com) or at 404.944.0903.

## looking to DIY? let us consult you.

For those who prefer to build out this sales generation system themselves or with their in-house teams, we're still here to help, every step of the way. Our 8-week consulting package includes:

### Full Advertising Blueprint

A campaign laid out in black and white that's customized and tailored to your current state and goals.

### 4 Strategy Sessions

These 2-hour sessions cover every aspect of the process in executing on your blueprint in order to ensure real results.

### 4 S.O.S Sessions

These 1-hour emergency calls are designed to provide you with much-needed insight into the logistics, solving any challenges or issues you may have as you build.

Ask us about pricing for individuals or in-house teams.

