

Kashu Company achieves a 522% Return On Ad Spend & Targets International Growth



Kashu is a Bulgarian based animated explainer video production company. With clients all around the globe, Kashu's diverse team delivers exceptionally high-quality videos for businesses from concept to completion

Plovdiv, Bulgaria • www.kashu.co




The challenge

Kashu had a diversification problem. The majority of leads came from one source, Fiverr. Although the quantity was great, Kashu wanted to re-position themselves as a premium video agency. They also realized that it's dangerous to over-rely on one source of traffic

The approach

The objective was to drive a consistent level of leads to the business. Instead of going out all guns blazing, the strategy was to drive leads at a profitable CPA and at a frequency that allowed the company to deliver quality work. We identified our perfect geographical market pretty early on with rigorous testing, doubled down on it, and refined our activity over time.

After testing SMART bid strategies, we found that the best performance came from some Manual Control so we opted for Enhanced CPC bidding. Creative testing was important and we ran over 400 tests in the 18 months we've been working together

The results

Kashu achieved a ROAS of 522% (for every \$1 spent they make \$5.20 back). More importantly, Kashu now has a local office and has hired new members of staff to help with delivery

“Hiring Aquire was a game-changer for us. They're extremely professional, reliable, and fast. Dan is sending me daily updates, so I know where we are, what's next, and what the results look like. I can't recommend them enough really”

—Iviliina Gavazova, CEO & Founder, Kashu Co

522%

Return on Ad Spend (ROAS)

20

High-quality leads per month

