

House of Mysterious Secrets boosts online sales and achieves 5X ROAS

Facts:

House of Mysterious Secrets has specialized in horror merchandise and collectibles since 2004.

With a variety of Horror movie Funkos, t-shirts, magazines, soundtracks, figures and other collectibles, it is no wonder why this online store is so popular!

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I already spent a lot of time researching Google Shopping campaigns but had very little luck on my own trying to figure out to create them, I would absolutely recommend Kliken to anyone who wants their business to gain more sales and exposure. //

Goals:

Drive more sales online and increase store exposure.

Get ahead of competitors while minimizing time and effort for advertising, allowing to focus on growing the business.

Primary Goal: Start driving immediate online sales with Kliken and X-Cart.



Results:



53

Sales directly attributed to Google Shopping Ads in two months.



\$1600

In revenue generated since launching Google Shopping with Kliken in March.



#1

Google Shopping is now the number 1 paid media sales driver for House of Mysterious Secrets.

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The service has definitely boosted sales for my website. It always feels like an accomplishment to me whenever I see one of my products advertised with Google Shopping; I feel it legitimizes my business and makes my customers feel confident to visit my website.

- Kevin Miller, Sole Proprietor //

 **HOUSE OF MYSTERIOUS SECRETS**

