



VSHRED IS A LEADING HEALTH AND FITNESS SYSTEM ENCOMPASSING WORKOUTS, NUTRITION AND APPAREL.

THE CONTEXT

Vshred's vision is to provide a holistic "One Stop Shop" for Fitness—including Workouts, Nutrition and Apparel.

VShred's existing YouTube campaign structure, using max conversions bidding and lengthy videos, was presenting challenges, so their digital marketing partner [Kendago](#) set out to optimise for future scalability and performance.



THE EXPERIMENT

Alongside Kendago's current strategy for Vshred, they wanted to explore using Target CPA bidding to improve efficiency (CPMs) and campaign stability. Their experiment used a split test comparing Max conversions and a best practice tCPA implementation.



THE RESULTS

Target CPA outperformed Max conversion bidding, delivering a **67% increase in conversion rate and a 23% increase in ROAS**. CPA fell by 22% as a result. View rate rose by 13% and click-through rate by 30% overall, showing overall strong results.



THE TAKEAWAY

Target CPA bidding is a Smart Bidding strategy that sets bids for you to get as many conversions as possible. Implementing this allows the algorithm to optimise to your specific goals.



Target CPA has provided to be an efficient bidding solution, delivering superior results for our [clients](#) by effortlessly driving more revenue at a similar or stronger CPA.



Amir Cohen
Co-Founder, Kendago