

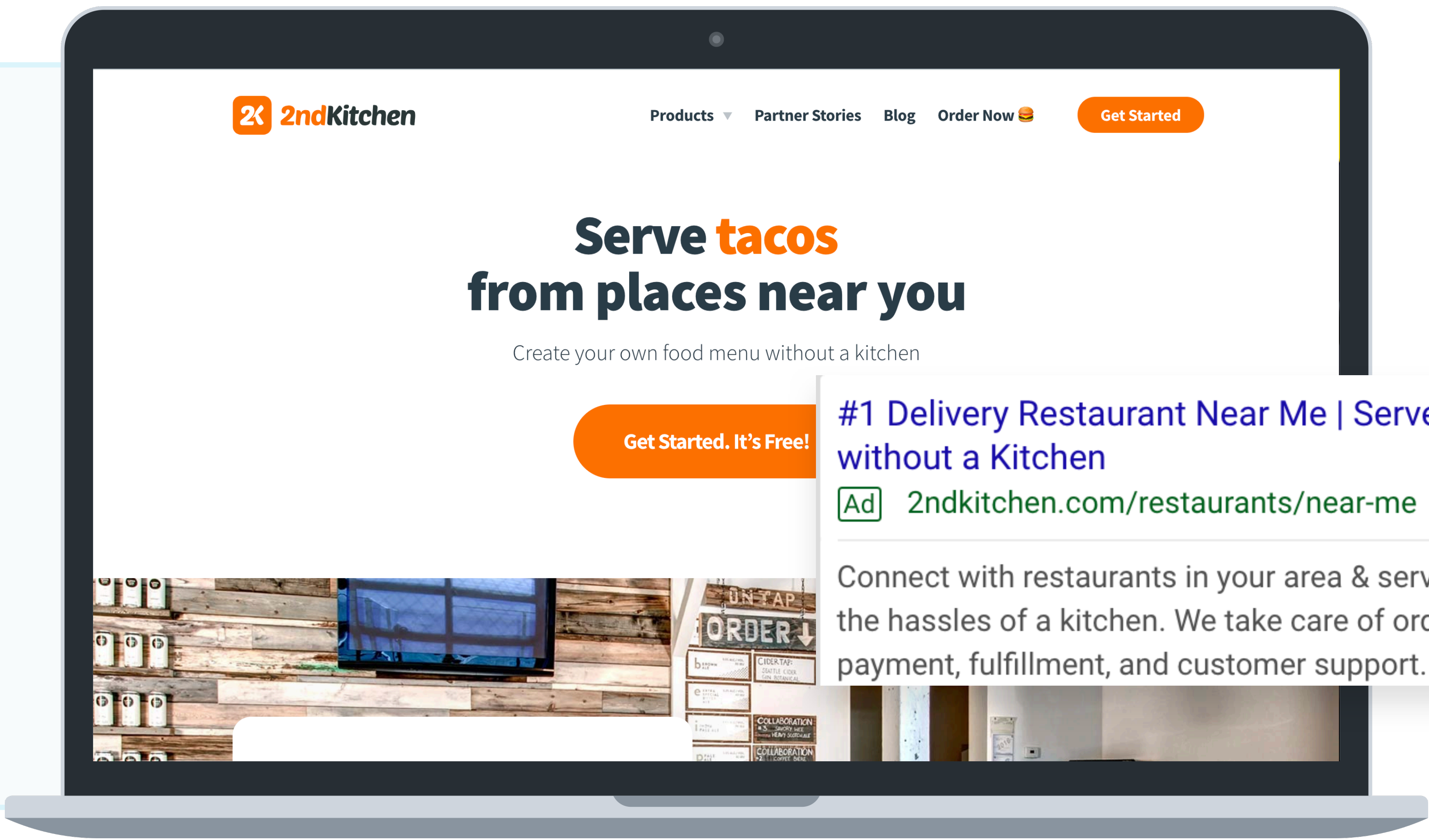
How 2ndKitchen Increased Their CR By 94% While Cutting CPA By 59% Within 3 Months

2ndKitchen enables businesses anywhere to serve food seamlessly using a custom menu from nearby restaurants.

Seeking a service that would allow them to scale their strategies while still being affordable, 2nd Kitchen turned to KlientBoost for their years of experience and expertise. KlientBoost created dashboards for 2ndKitchen’s campaigns and helped the internal team set up Google Analytics to track their results. In just a few months, **cost per acquisition (CPA) was reduced by 59%.**

How We Did It:

- Single Keyword Ad Groups (SKAGs)
- Campaign Restructuring
- Ad Copy Optimization
- Smart Bidding Testing



The Results

↑ **55%**
Increase in Conversions

↑ **94%**
Increase in Conversion Rate

↓ **59%**
Decrease in Cost per Acquisition



“KlientBoost made sure to set expectations in the beginning to ensure we were on the same page and that we both would see ROI from campaigns. The service is relatively cheap and scalable for what they are able to do - giving small teams the ability to have world-class paid search ads without spending the time creating campaigns.”

Levi Olmstead – Director of Marketing | 2ndKitchen