

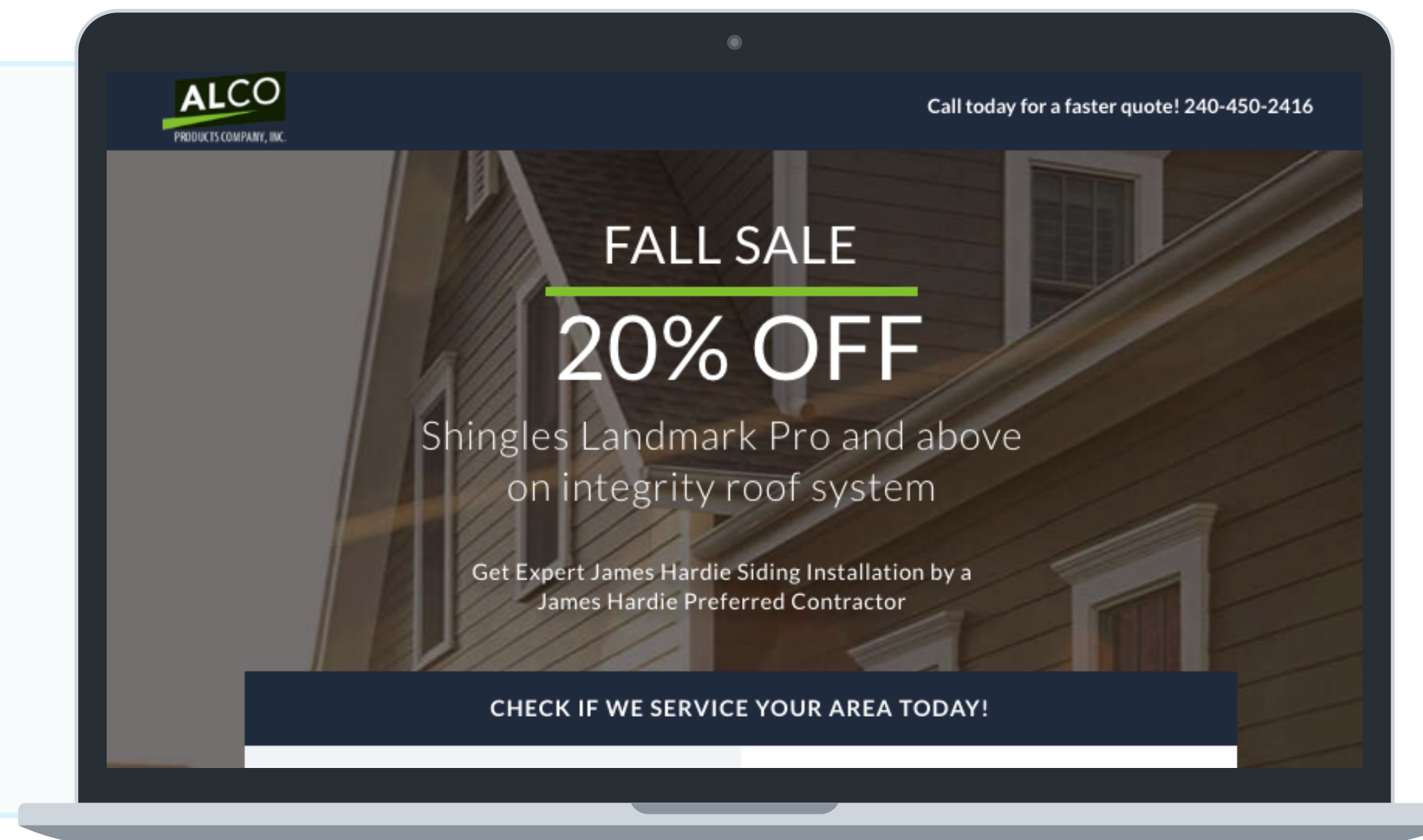
# ALCO Products Company, Inc Cuts CPA & Gains More Conversions With Custom Landing Page Testing & Refined PPC Campaigns

Alco Products Company Inc. is a leading home renovator in the Virginia, Maryland, and D.C. with over 60 years of experience in interior and exterior home renovation — they specialize in installing and replacing windows, siding, roofs, doors, and more.

Being a leader in Home Renovation, ALCO Products sought the help of KlientBoost to improved the performance of acquisition efforts. After a year of working together, **KlientBoost was able to reduce the cost per lead for ALCO by 33% while increasing their conversion volume by 141%.** KlientBoost has also expanded ALCO's paid campaigns with additional platforms and new strategies to continue improving results YoY.

## How We Did It:

- Breadcrumb Technique
- Single Keyword Ad Groups
- Bidding Strategies
- Seasonal Offers (Ad Copy & Landing Page)



"We were originally hesitant on whether KlientBoost was going to pan out for us due to the fee being higher compared to other agencies, but we knew this had to be done if we wanted to take the next step to get ahead of our competitors. The first 6 months took time, but continuing to ride it out has been one of the best decisions ALCO has ever made marketing wise — as over 2/3 of our leads now come from PPC."

**Jesse Kreisman** - Director of Marketing | ALCO Products Company, Inc

## The Results

↓ **33%**  
Decrease in Cost Per Conversion

↑ **141%**  
Increase in Conversion Volume

↓ **66%**  
Decrease in Cost Per Click