

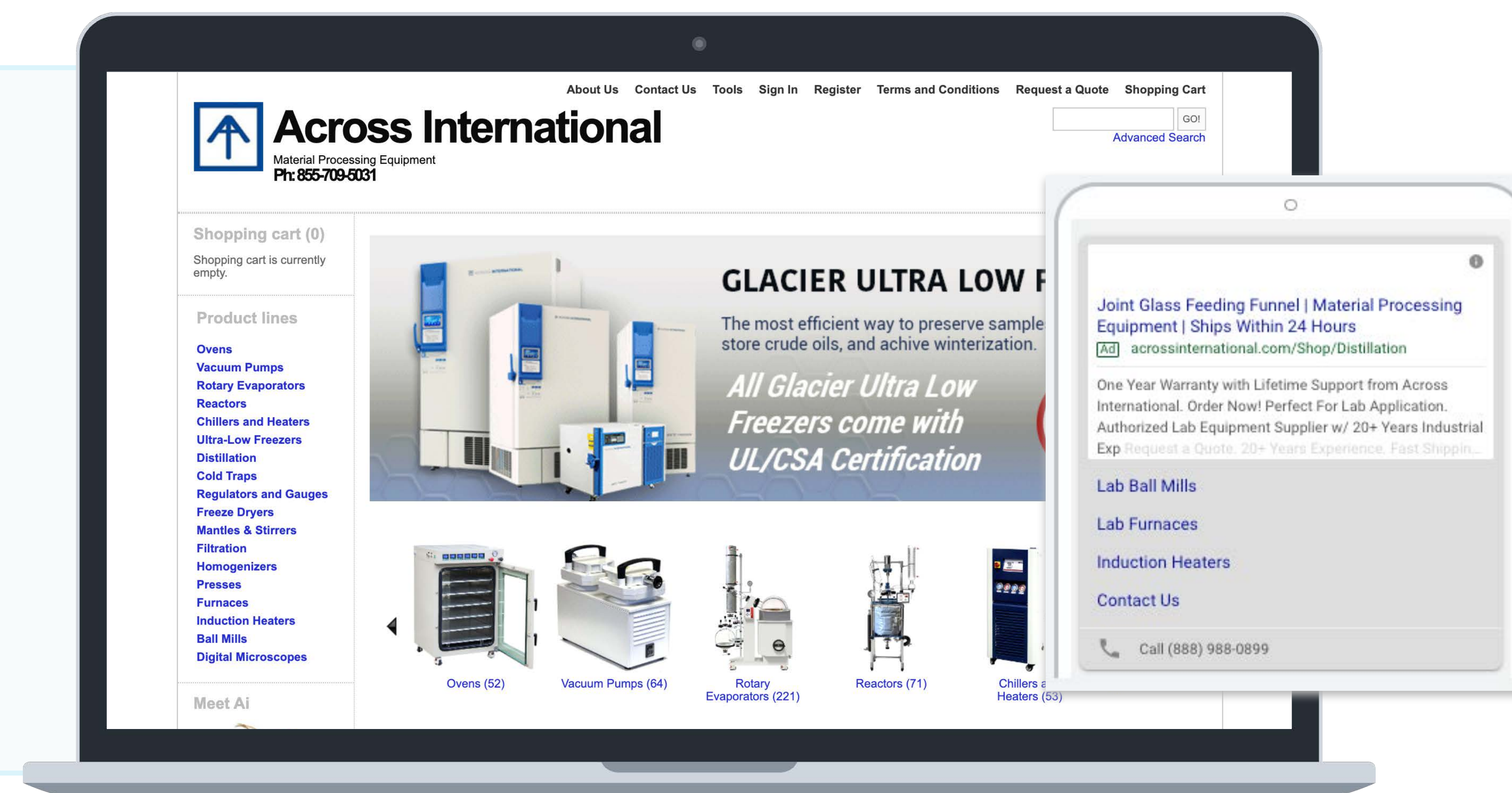
How Across International Increased Conversions 20% While Bringing Cost Per Click Down

Across International is an industry leader in the manufacture of heat treatment, laboratory, and material processing equipment.

Across International needed help generating sales online. Using strategies such as the Gold Pan Shopping Technique and Single Keyword Ad Groups, they were able to see a **20% increase in conversions while seeing a 36% decrease in average cost per click.**

How We Did It:

- Single Keyword Ad Groups
- Gold Pan Shopping Campaign
- New Ad Copy
- Responsive Search Ads
- Bidding Experiments



The Results

↑ **108%**
Increase in Impressions

↑ **69%**
Increase in Clicks

↑ **20%**
Increase in Conversions

↓ **36%**
Decrease in Average Cost per Click

↓ **10%**
Decrease in Cost per Conversion



"KlientBoost is very knowledgeable, helpful, and understood exactly what we are out to accomplish. They came in with innovative strategies."

Lydia Wang - Data Analyst | Across International