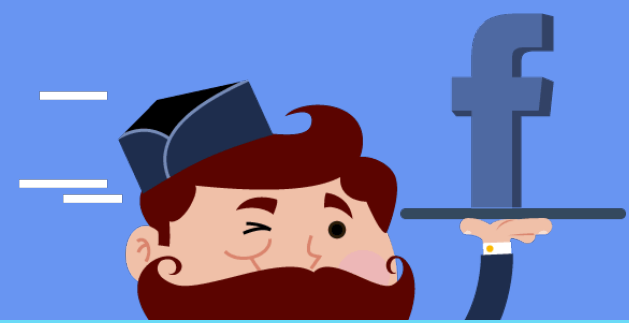


How AdEspresso Increased Free Trial Leads And Lowered CPA Through Landing Page Testing In 3 Months

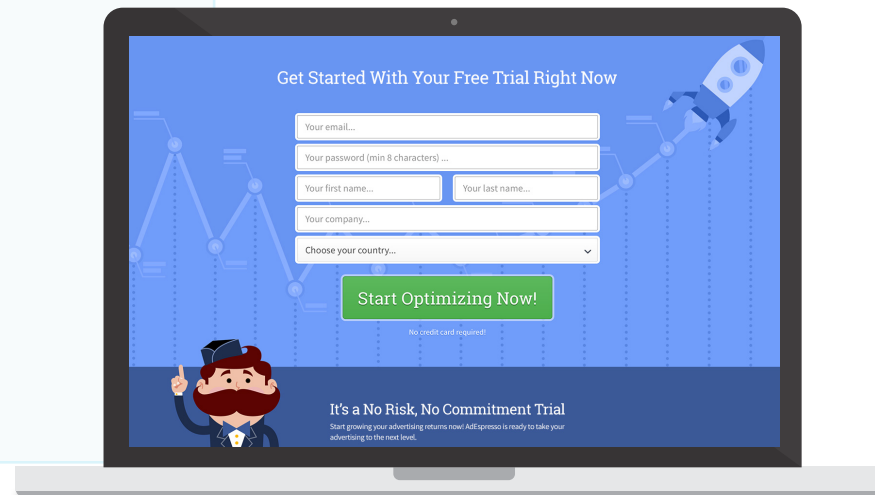


AdEspresso took it upon itself to create a tool that makes it easier for their customers to create, analyze, and optimize Facebook campaigns.

AdEspresso came to KlientBoost looking for assistance on growing their presence in Google and increasing the number of free trials. Working together, we set goals for each month for our search, display, remarketing and YouTube campaigns. By the end of the first month we increased conversions by 104% and by the end of month 2 increased another 161%. In addition to this, when we introduced the new landing page we ran a CPA that was 15% lower than the legacy one.

How We Did It:

- Utilized Single Keyword Ad Groups
- Increased Remarketing Audiences
- Conversion Rate Optimized Design
- Geographic Targeting



The Results

↓ **15%**
Decrease in Cost Per Conversion

↑ **104%**
Increase in # of Free Trial Leads
(In first month)

↑ **69%**
Increase in # of Paid Subscriptions
after first month



“Our goals with KlientBoost were to increase the number of free trial signups, while also maintaining a high level of quality leads. Since we’ve been working together we’ve expanded our search efforts, built out some display remarketing campaigns, and advertised on YouTube, increasing leads along the way. We’ve enjoyed working with KlientBoost and are eager to see what the future holds for us.

Massimo Chieruzzi, CEO | AdEspresso