

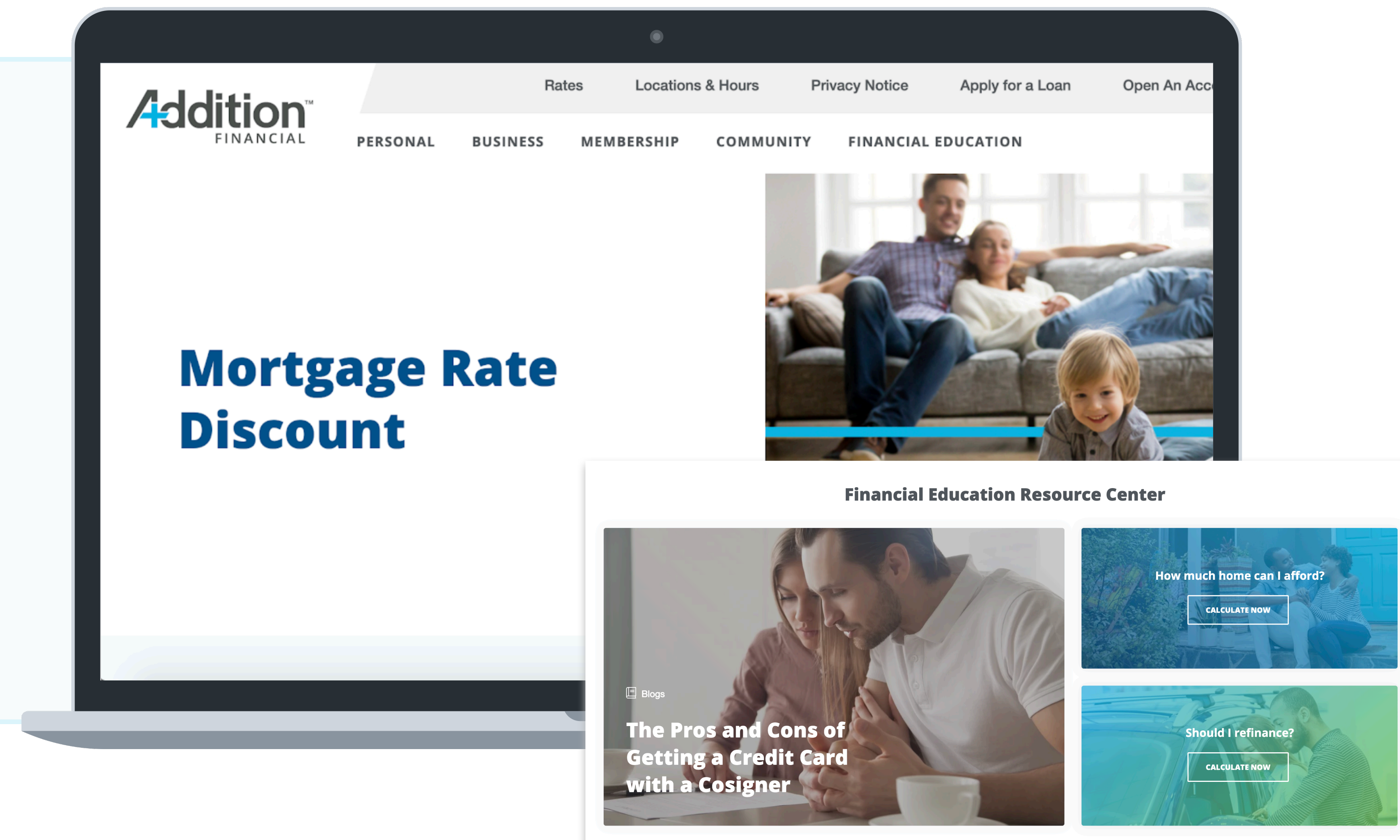
How KlientBoost & GreenHouse Helped Addition Financial Increase Number Of Applicants By 50% While Dropping CPA

Addition Financial set out to create a better financial alternative than what banks were currently offering.

Before signing with KlientBoost, Addition Financial had yet to launch any paid advertising campaigns. With it being a brand new Google Ads account with no data, we were able to work together to receive a **50% increase in conversion volume with a 19% drop in CPC** that Addition Financial was thrilled with.

How We Did It:

- Single Keyword Ad Groups
- Increasing High Quality Traffic
- Conversion-Focused Copywriting
- Google Ads Remarketing
- Geographic Granularity



The Results

↑ **50%**
Increase in Conversion Volume

↑ **151%**
Increase in Conversion Rate

↓ **19%**
Decrease in Cost per Conversion



“Considering this client has been around for quite some time and built up such an amazing reputation here in Central Florida, we knew we had to exceed their expectations with digital advertising. With KlientBoost being industry leaders in PPC, we reached out to them to form a partnership surrounding this particular client. Even though this seemed difficult at first, KlientBoost has went above and beyond by producing results and giving consistent communication on their end with managing the client’s Google Ads account. This has given us peace of mind as well as freed up our time at GreenHouse Agency to focus on other channels for Addition Financial.”

Lauren Buys - Digital Marketing Director | GreenHouse Agency