

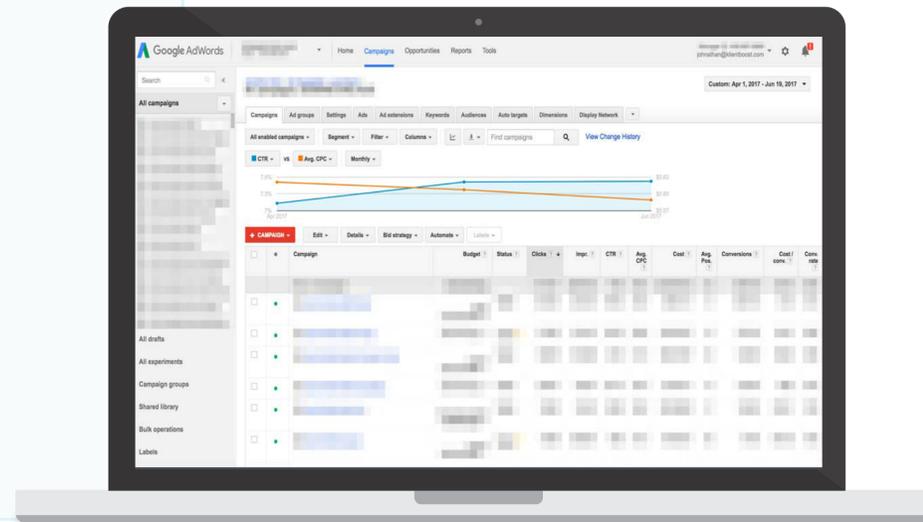
# Airbnb, The Global Community Accommodation Leader Achieves Target Goals In Less Than 3 Months

With dedicated data scientists, engineers, and PPC staff, Airbnb sought the help of KlientBoost to run multiple specific experiments with the goal of impacting metrics in a positive way.

Within just 3 months of working together, we were able to **decrease CPCs on average by 25%** and **increase the click through rates by 22%**. These goals were achieved across a wide span of campaign testing that will now be rolled out to all Airbnb locations with the help of data engineers to speed up the implementation.

## How We Did It:

- Single Keyword Ad Groups
- Keyword Specific Ad Testing
- Global Campaign Refinement
- Negative Keyword Groupings



## The Results

↓ **7%**  
Decrease in Cost per Conversion

↓ **25%**  
Decrease in Cost Per Click

↑ **22%**  
Increase in Click Through Rate



*"Working with KlientBoost has pushed us internally to challenge ourselves and the way we think about PPC and what's possible. The speed of implementation from KB and the sheer enjoyment of working with them has had our global teams excited and more confident in their own abilities too."*

**Catherine Lam** - Online Marketing Technology Manager @ Airbnb