

# NYC Garden Design Firm Grows Conversions 350% and Is Busier Than Ever

Amber Freda specializes in New York City garden design. Her specialties include roof gardens, rooftop terraces, backyards, courtyards, outdoor kitchens, pergolas, and more.

Amber Freda relied heavily on referrals and word of mouth before working with KlientBoost. After some thorough keyword research to build optimal PPC campaigns, they've seen their **conversions increase 350%**, **conversion rate increase by 79%**, and **cost per acquisition decrease by 21%** while they continue to see improvements with help from KlientBoost.

## How We Did It:

- Single Keyword Ad Groups (SKAGs)
- Smart Bidding Strategy
- Refined Geo Targeting
- Dynamic Search Ad Campaigns



“Highly recommend - the busiest we've ever been thanks to KlientBoost. I like how they provide monthly reports that showed progress we are making with PPC campaigns, as well as keeping me in the loop on new strategies they are trying. The communication is very clear and effective.”

**Amber Scott Freda** – Owner | Amber Freda Home & Garden Design

## The Results

↑ **350%**  
Increase in Conversions

↓ **21%**  
Decrease in CPA

↑ **79%**  
Increase in Conversion Rate