

# How Annuity Seeker Increased Conversions 800% While Decreasing CPA

Annuity Seeker's sells annuity's to those willing to pay a premium principal, and in return guarantees, you fixed or increasing payments for the rest of your lifetime, that you cannot outlive.

KlientBoost increased brand awareness as well as viable leads to ultimately increase profitability. Using Smart Bidding strategies, Geo-targeting, as well as other strategies, we were able to **increase their conversions by 800%** while decreasing Cost per Acquisition by 90%.

## The Results

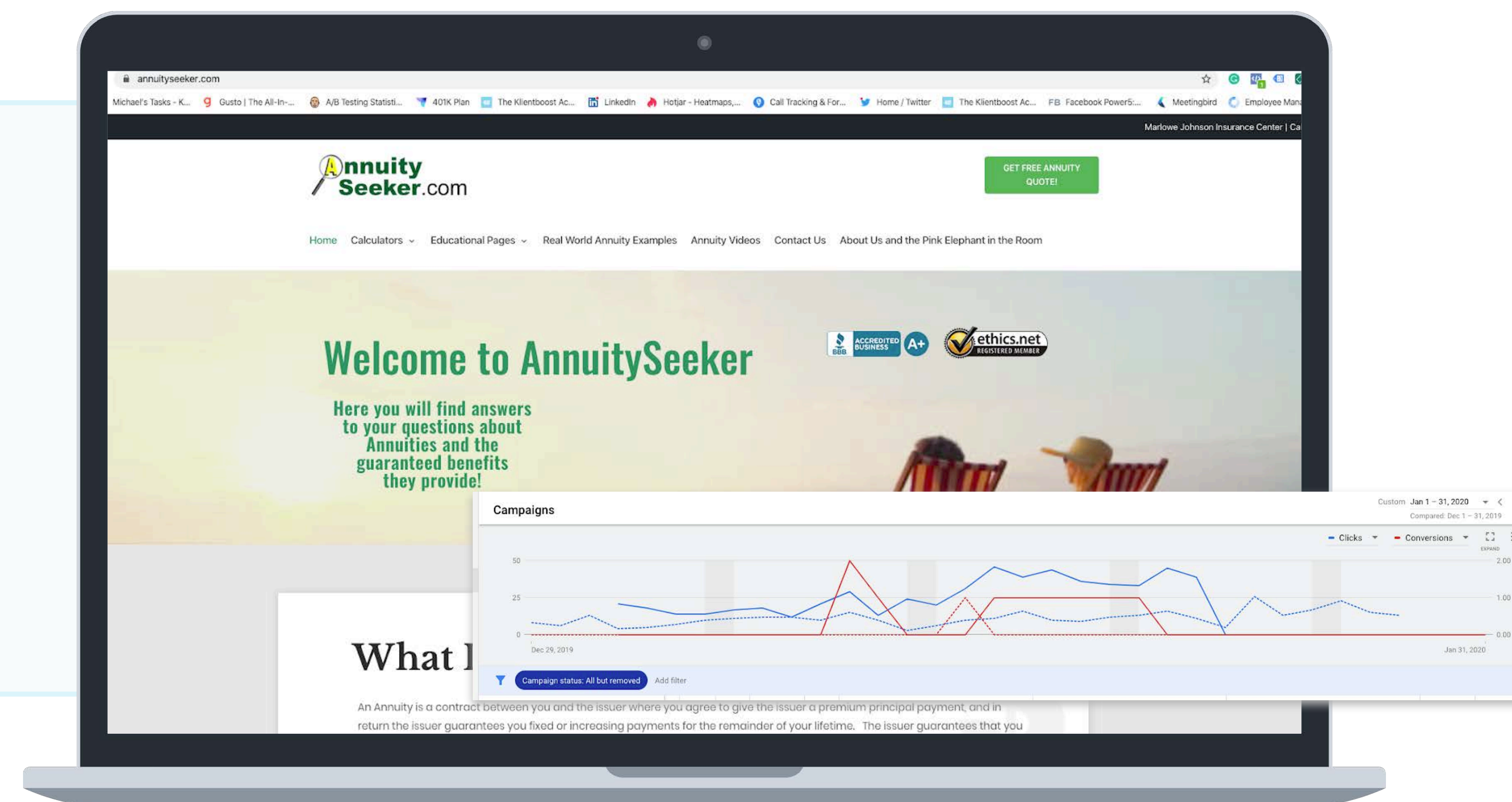
↑ **800%**  
Increase in Conversions

↑ **458%**  
Increase in Conversion Rate

↓ **90%**  
Decrease in Cost per Acquisition

### How We Did It:

- Smart Bidding
- Geo-Targeting
- Segmenting by Age
- Single Keyword Ad Groups



“The experience with the KlientBoost team has been great. I really appreciate the level of communication and transparency in reporting and project management from the team. I would 10/10 recommend them to anyone looking for a marketing partner for PPC and Conversion Optimization.”

**Marty Johnson** - Founder | Annuity Seeker