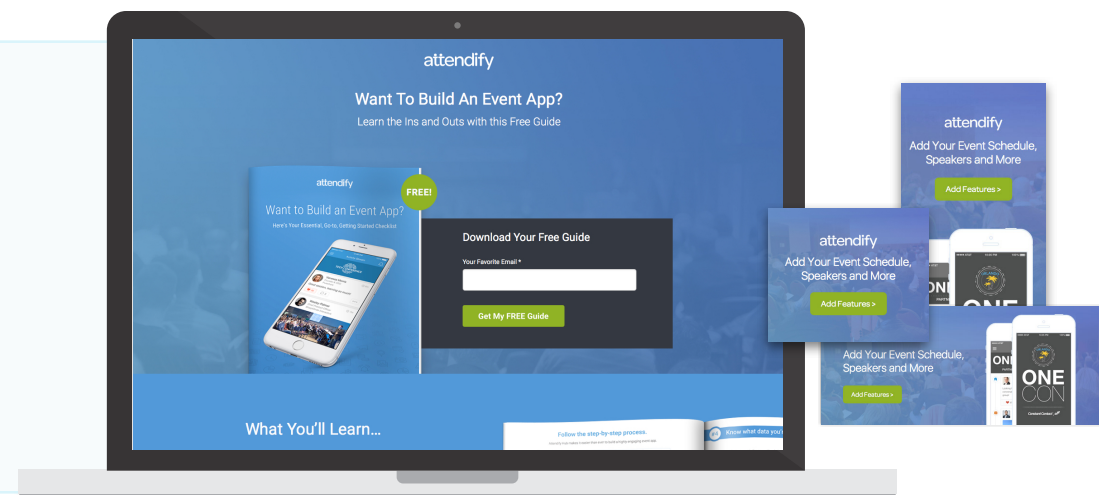# Attendify Lowers Cost Per Conversion 69% & Increases Conversion Rate 174%

Attendify, the event app builder that helps improve engagement, offers a unique platform for people to custom create an event app without needing to know any code.

Before working with KlientBoost, the PPC accounts and landing pages they were using were not being tested on a regular basis. Within one month of working together, **conversion volume doubled while conversion rates almost tripled.**

How We Did It:

- Google AdWords
- AdWords Remarketing
- Social Advertising
- AdRoll Retargeting
- Custom Landing Pages

The Results

↑ **174%**
Increase in Conversion Rate

↑ **119%**
Increase in Conversions

↑ **28%**
Increase in Click Through Rate

↓ **69%**
Decrease in Cost per Conversion

"*Working with an outside agency made me nervous at first. Wondering if they were going to get our branding and messaging right had me review everything they created. But as soon as the first couple of weeks went by and the **numbers showed improvement that fast**, I knew I could trust them to run this side of the business while I focus my time elsewhere.*"

Michael Balyasny, Founder & CEO @ Attendify