

How Autopilot Lowered Their Cost Per Lead and Increased Lead Volume in Just 3 Months

Autopilot empowers marketers to create remarkable customer journeys. They offer visual marketing automation software to help companies acquire, nurture, and grow leads into customers faster.

Autopilot came to KlientBoost seeking help in managing their paid campaigns in Google AdWords, Facebook and AdRoll. Working together, we set conversion goals for each month, through each platform and by the end of our 3rd month working together, **we exceeded our planned conversion goal by 13% while remaining on budget.** We met these goals through campaign build out with SKAGs, introducing new remarketing audiences, and testing landing page variants and winning across the board.

The Results

↑ **11%**
Increase in Conversion Rate

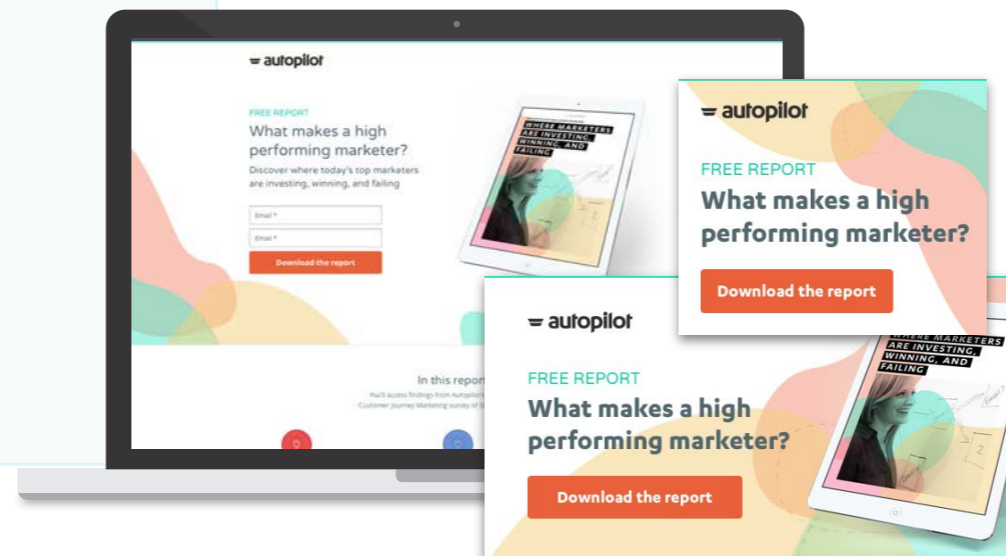
↓ **42%**
Decrease in Cost per Conversion

↓ **43%**
Decrease in Cost per Click

↑ **169%**
Increase in Conversion Rate
*On a particular landing page

How We Did It:

- Utilized Single Keyword Ad Groups
- Increased Remarketing Audiences
- Conversion Rate Optimized Design
- Routine Landing Page A/B Testing



“Our goals with KlientBoost were to increase conversions, while decreasing our cost per lead and maintaining high lead quality. Since then, we’ve seen a significant increase in free trial signups as well as top-of-funnel leads across search, retargeting and social channels. Our cost per lead has decreased and their landing page variants are out performing our original pages. We’ve enjoyed our relationship with the KlientBoost team and look forward to our future growth together.”

Anne Fleshman, Director of Marketing - Demand Generation | Autopilot