

# How Bankers Healthcare Group Used Top Of Funnel Tactics To Increase Conversions & Ad Spend

Bankers Healthcare Group is a trusted financial partner focused primarily on providing innovative solutions to healthcare professionals.

Before starting with KlientBoost, Bankers Healthcare Group was in need of some insight for their digital paid advertising initiatives. Through Top of Funnel landing page optimization as well as other PPC recipes, we were able to **increase conversion rates and impressions and in turn, were able to scale and increase Ad Spend over 90%.**

## The Results

↑ **83%**  
Increase in Conversions

↑ **90%**  
Increase in Ad Spend

↑ **47%**  
Increase in Impressions

↑ **70%**  
Increase in Conversion Rate

### How We Did It:

- Single Keyword Ad Groups
- In-Market Audiences
- Top Of Funnel Landing Page Optimization
- Broad Match Keywords



*"Our team at KlientBoost has been incredibly diligent in helping us hit our goals month over month. They are dedicated to our account and are always bringing fresh insight to our initiatives."*

**Arjun Harur Muralidharan** - Digital Marketing Manager | Bankers Healthcare Group