

How BariatricPal Managed To Achieve Double-Digit Revenue Growth And Overall Conversions By 19%

For bariatric patients looking for support before and long after their weight loss surgery, BariatricPal connects them with 24/7 peer-to-peer support, live chats, a full information resource center, and more.

After hitting a wall with their advertising results, BariatricPal came to KlientBoost looking for help. We were able to use DPA ad campaigns, SKAGS, and other strategies to **drop their CPL 21% and increase their conversions by 19%**. In the end, they achieved a **14% jump in revenue** and continue scaling their ad profitability with KlientBoost's help.

How We Did It:

- Single Keyword Ad Groups (SKAGs)
- Dynamic Product Ad Testing
- Gold Pan Technique
- Dynamic Search Ads



“Excellent PPC management services. Our account manager increased our ROA for all of our PPC accounts, and we continue to see improvements as new campaigns are introduced. Our account manager updates me weekly as well as having a weekly call to go through their progress, discuss new ideas, and ask for my feedback.”

Veronica Hernandez – Digital Marketing Director | BariatricPal

The Results

↑ **14%**
Increase in Revenue

↑ **19%**
Increase in Conversions

↓ **11%**
Decrease in CPA

↑ **8%**
Increase in ROAS