

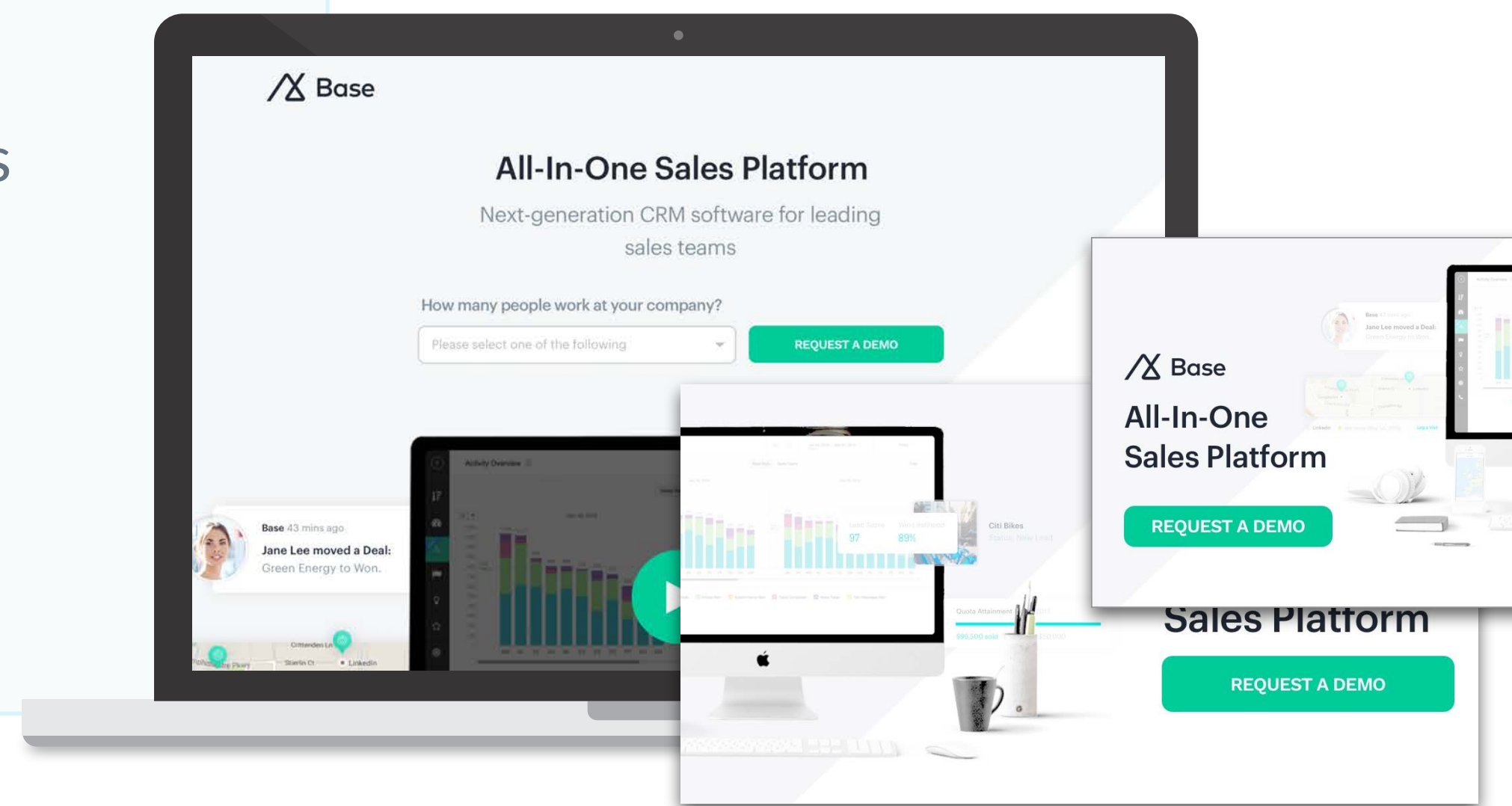
How Base CRM Cut The Cost Of Their Leads In Half

Base CRM software makes your sales team 10x more productive. They provide small business, mid-market, or enterprise sales teams with all of the tools they need to drive sales in a single platform.

After working with KlientBoost for several months, Base and our team began to focus on MQLs (Marketing Qualified Leads). After examining our strategy and identifying optimization hypothesis, we were able to decrease Base's cost per conversion by 57%. We also increased landing page conversion rates by 66%.

HOW WE DID IT:

- Implemented Single Keyword Ad Groups
- Utilized Multi-Step Landing Pages
- Frequent A/B Tests On Form Fields
- Increased Competitor Targeting



“After working with KlientBoost for a few months, we could clearly see improvements in our PPC performance, but we wanted to focus on lead quality by refining our MQLs. Our dedicated KB team implemented new strategies to accommodate us and now we're not only getting better performance, but our leads are much better qualified for our sales team.”

Josh Bean Director of Marketing @Base

The Results

↓ **57%**
Decrease in Cost Per Conversion

↑ **50%**
Increase in Conversion Volume

↑ **66%**
Landing Page Conversion Rate