

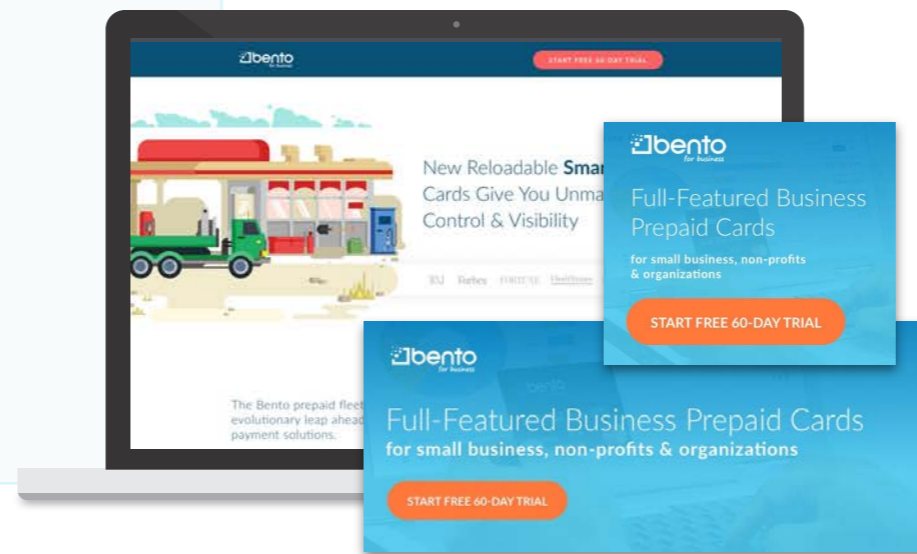
Bento For Business Decreases CPA and Improves Customer Quality with Higher Approval Rates

Bento for Business, a business credit card alternative, came to KlientBoost with the goal of driving down the cost per acquisition through PPC, as well as improving the approval rate, both of which drive down costs and increase LTV.

With the implementation of granular AdWords & Bing campaigns, conversion-focused landing pages, keyword-specific call tracking, and social media remarketing campaigns, **conversion rate increased by 9.18% in just two months**. Keyword tracking also allowed for more efficient ad spend by focusing on the keywords that made Bento the most money, and **improving the application approval rate month-over-month by 6.5%**.

How We Did It:

- Granular search campaigns
- Individual CRO landing pages
- Dynamic keyword insertion on landing pages
- Call tracking & reporting at the keyword level
- Remarketing on Facebook & Google AdWords



The Results

↑ **6.5%**
Increase in Approval Applications

↓ **40%**
Decrease in Cost per Conversion

↑ **9.18%**
Increase in Conversion Rate
**On a particular landing page*



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KlientBoost came in with a stretch goal of decreasing front-end CPA by 50% within 3 months and were able to do just that. Additionally, tying in-app performance to KW enabled KB to also improve the quality of applicants, which exponentially improves our bottom line. Additionally, KB raised the bar in both performance and creative quality, building out beautiful general and vertical specific assets, a/b testing and demonstrating measurable results. Highly recommended.

Lance Wills, Head of Marketing | Bento for Business