

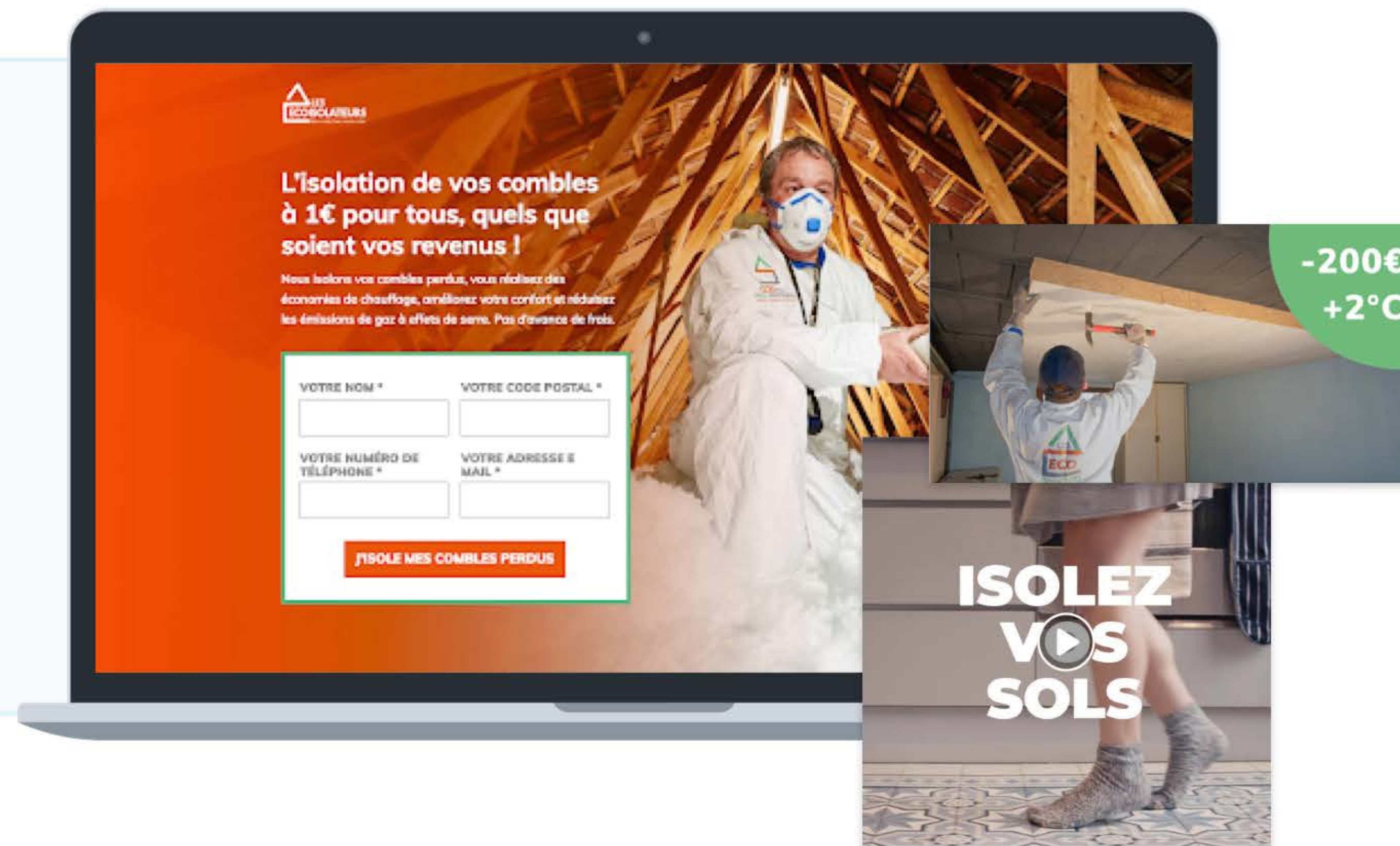
# Bis Renovation Energie Hits 12X Conversion Volume With Budget & Landing Page Optimization

Bis Renovation Energie is a home renovation company specializing in all things isolation and insulation. From external isolation, attic insulation, roofs, windows, and doors, Bis Renovations is one of France's premier renovation agencies, with nearly 20 locations throughout the country.

In the months prior to KlientBoost's management of their campaigns, Bis Renovation Energie was working with a much smaller advertising budget, and struggling to hit a conversion volume that satisfied them. Since signing, they've **seen a 12x increase in their lead volume in the first three months alone**. With an increasing budget and declining CPA, well, "l'avenir le dira."

## How We Did It:

- Custom Designed Ad Creative
- A/B Testing Landing Page Variants
- Facebook Lookalike Audiences
- Split Testing Facebook Ads
- Heatmap Analysis



*"We love the team at KlientBoost – it's a nice refresher to work with an agency that refuses to cash it in and coast. The team at KlientBoost are constantly working to figure out new tests to run or how they can improve our campaigns. They're totally honest and transparent with how they manage our accounts and work hard to stick to some fast turn around times on certain deliverables. They work quite hard to ensure we're always on the same page, which is great."*

**Clair Menetrier** - Director of Marketing | Bis Renovation Energie

## The Results

↑ **1,220%**  
Increase in Conversion Volume

↑ **350%**  
Increase in Conversion Rate

↑ **354%**  
Increase in Ad Spend

↓ **64%**  
Decrease in CPA