

# BounceX Boosts Branded Demo Conversion Rate By 150%

BounceX's Behavioral Marketing Cloud is the first full-service suite of behavioral marketing technologies, created to de-anonymize site visitors, analyze their digital behavior and create the most relevant, highest converting digital experiences regardless of channel or device.

Prior to working with KlientBoost, BounceX was looking for a partner that would **help them scale their new campaign launches while growing their branded traffic** to new heights. When comparing only the new branded traffic to the legacy branded traffic, KlientBoost saw a **greater than 200% increase in conversion rate**.

## How We Did It:

- Single Keyword Ad Groups
- Campaign Restructuring
- Ad Extensions
- Continual ad copy A/B testing
- Successful Bid Modifiers

*"When we reached out to KlientBoost, we were looking for a partner that could be an extension of our team and help us to grow our presence in the world of search and more closely align our brand with our addressable market. Together we created a long term plan that would facilitate brand and business growth. As an added bonus, these guys are also a blast to work with."*



**Julia Spano**, Sr. Director of Content and Brand Marketing

## The Results

↓ **48%**  
Decrease in Cost per Demo

↑ **203%**  
Increase in Conversion Rate

↓ **52%**  
Decrease in Cost per Acquisition

↑ **150%**  
Increase in Demo Conversion Rate