

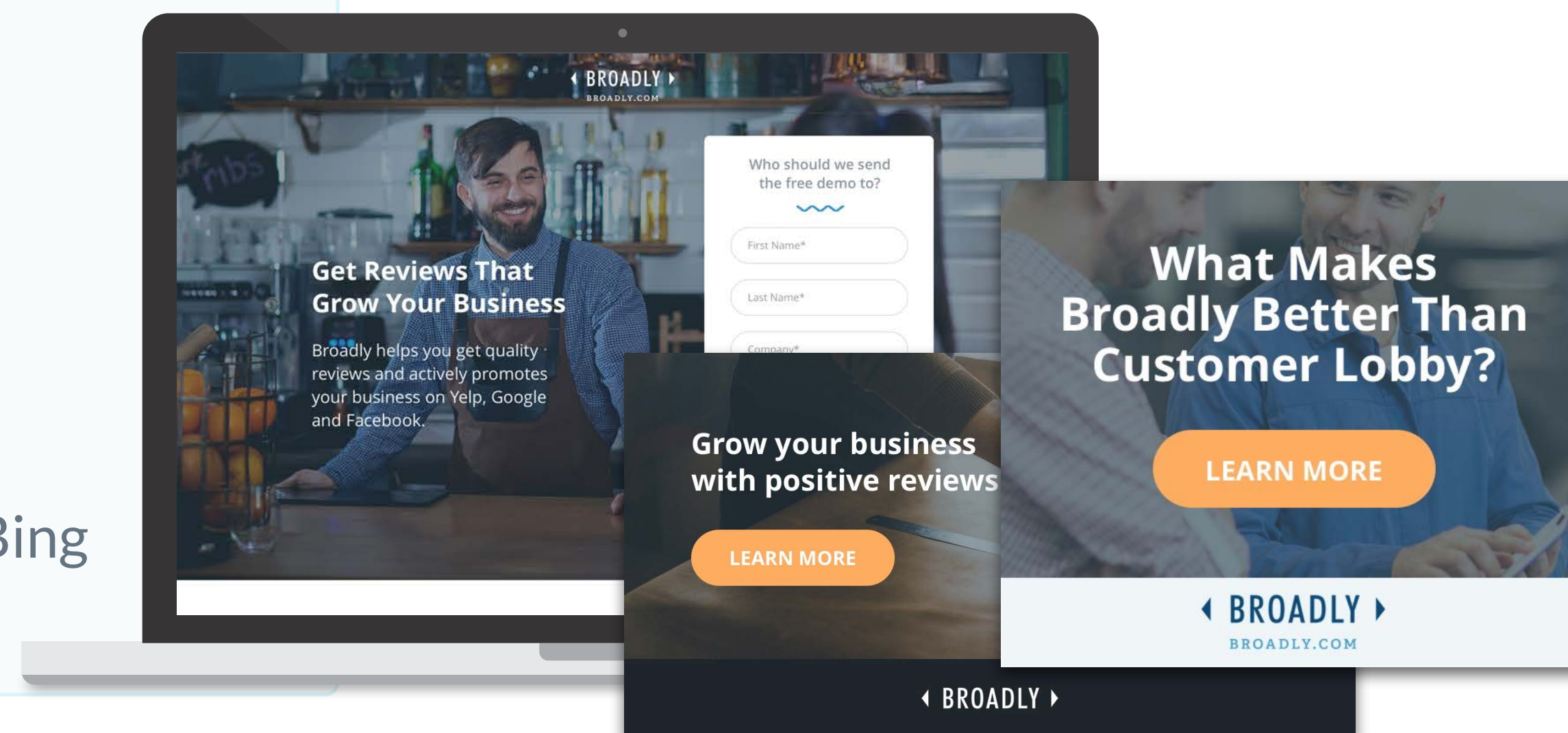
How Broadly Increased Quality Conversions at a CAC 64% Lower Than Other Measures

In 2013, Broadly set out to find an impactful way for businesses to get seen and found by today's consumers, and quickly recognized that online reviews and SEO were the answer. Since then, Broadly has grown rapidly to support thousands of local businesses and provide an intuitive solution that fits easily into the daily lives of local businesses.

Before working with KlientBoost, PPC had never been used. In starting from scratch, KlientBoost proved quality, scalability, and positive ROI. PPC ended up being Broadly's best performing lead source. **KlientBoost increased the number of conversions by 54% while decreasing their CAC by 64%.**

HOW WE DID IT:

- Utilized Single Keyword Ad Groups
- Instapage Landing Pages
- Facebook Lead Ads
- Added Yahoo! Gemini, Facebook, and Bing



The Results

↑ 54%
Increase in Conversion Rate

↓ 64%
Decrease in Customer Acquisition Cost

↑ 128%
Increase in Conversion Volume



“Our dedicated KlientBoost team has been instrumental in creating our paid search campaigns. Before them, we never used PPC. We were amazed by the results we were able to get so quickly! PPC changed our business.”

Mallory Martin Digital Marketing Specialist @Broadly