

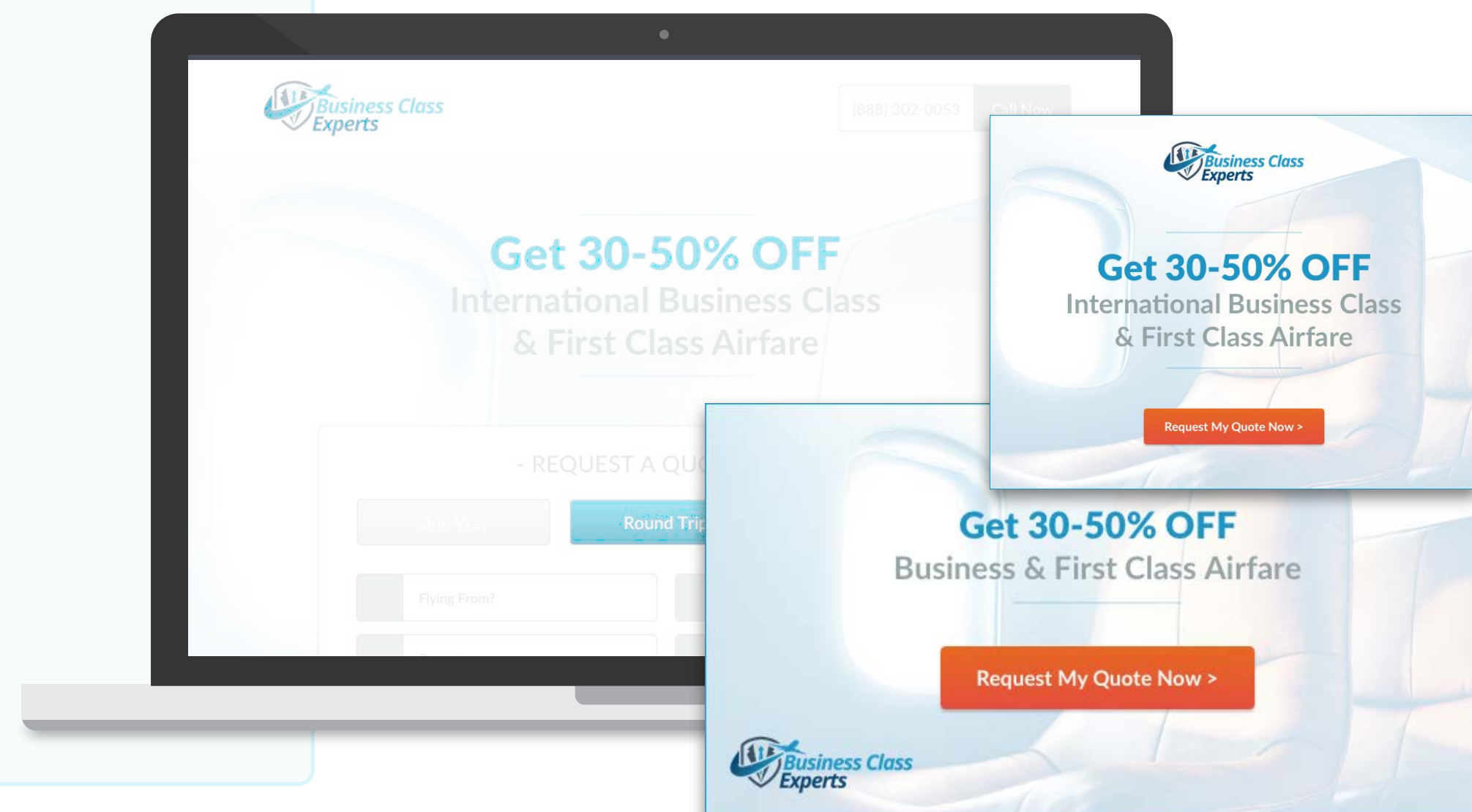
How Business Class Experts Increased Their Conversions By 51% While Decreasing CPA by 39%

Business Class Experts is a leader in providing their customers with the lowest prices on international First and Business Class flights.

Before working with KlientBoost, BCE's PPC performance wasn't as good as they wanted it to be. They needed to find an agency that could adapt to their traffic-heavy industry while helping to surpass their competitors and gain an edge in their industry. Since starting to work with KlientBoost they've seen their conversions **increase by 51%** while at the same time seeing a 39% decrease in CPA.

How We Did It:

- Google AdWords
- Single Keyword Ad Groups
- Micro Conversions
- Custom Landing Pages
- Display Placements & Remarketing



“Originally we were worried about just how much KlientBoost could do for us. We had worked with agencies previously and just had not seen the results that we were expecting, so we were a little hesitant. However, once we started, we saw how hard they worked to get us to the goals we had set and realized what a great investment we had made.”

Anthony Cherkas, Owner/CEO | Business Class Experts

The Results

↑ **51%**
Increase in Conversion Rate

↓ **39%**
Decrease in Cost per Conversion

↓ **42%**
Decrease in Cost per Click