

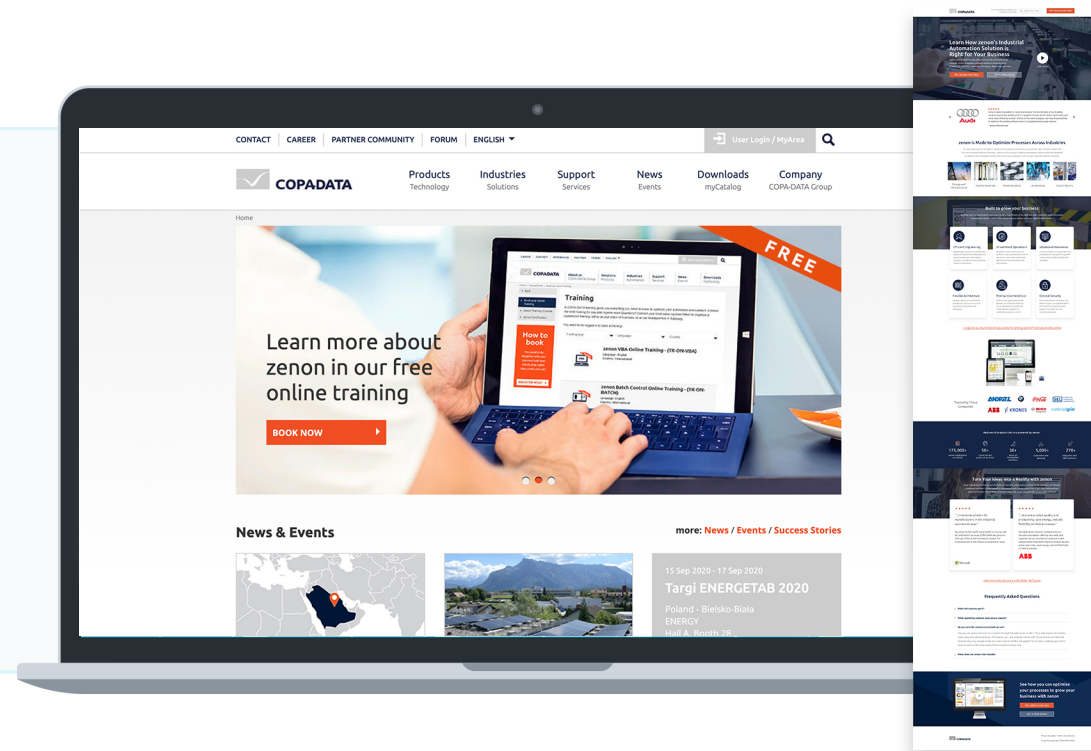
COPA-DATA Increased Conversions By 160% With Revamped PPC Campaigns

COPA-DATA is an independent manufacturer of powerful software for industrial and energy automation designed to make people's lives easier.

Seeking to generate more online leads they sought out the help of KlientBoost to develop new strategies to revamp their PPC campaigns and landing pages. **As a result, COPA-DATA increased conversions by 160% while cutting costs by 13% YoY, all while making adjustments to Lead Quality amid COVID.**

How We Did It:

- Quora, Reddit, Microsoft Ads Testing
- Single Keyword Ad Groups (SKAGs)
- LinkedIn Ads Optimization
- Breadcrumb Technique
- Landing Page Optimization



The Results

↑ **160%**
Increase in Conversions

↓ **13%**
Decrease in Ad Spend

↑ **Increase**
in Lead Quality



“KlientBoost helped our business revamp PPC campaigns across multiple platforms. We've also seen a higher level of traffic to our website through our landing pages. In fact, we've reached the first page of search results for certain keywords, and our inbound lead generation has increased significantly. I would highly recommend them to anyone looking to increase PPC traffic and generate online leads.”

Olivia Wang – Specialist, Marketing Manager | COPA-DATA