

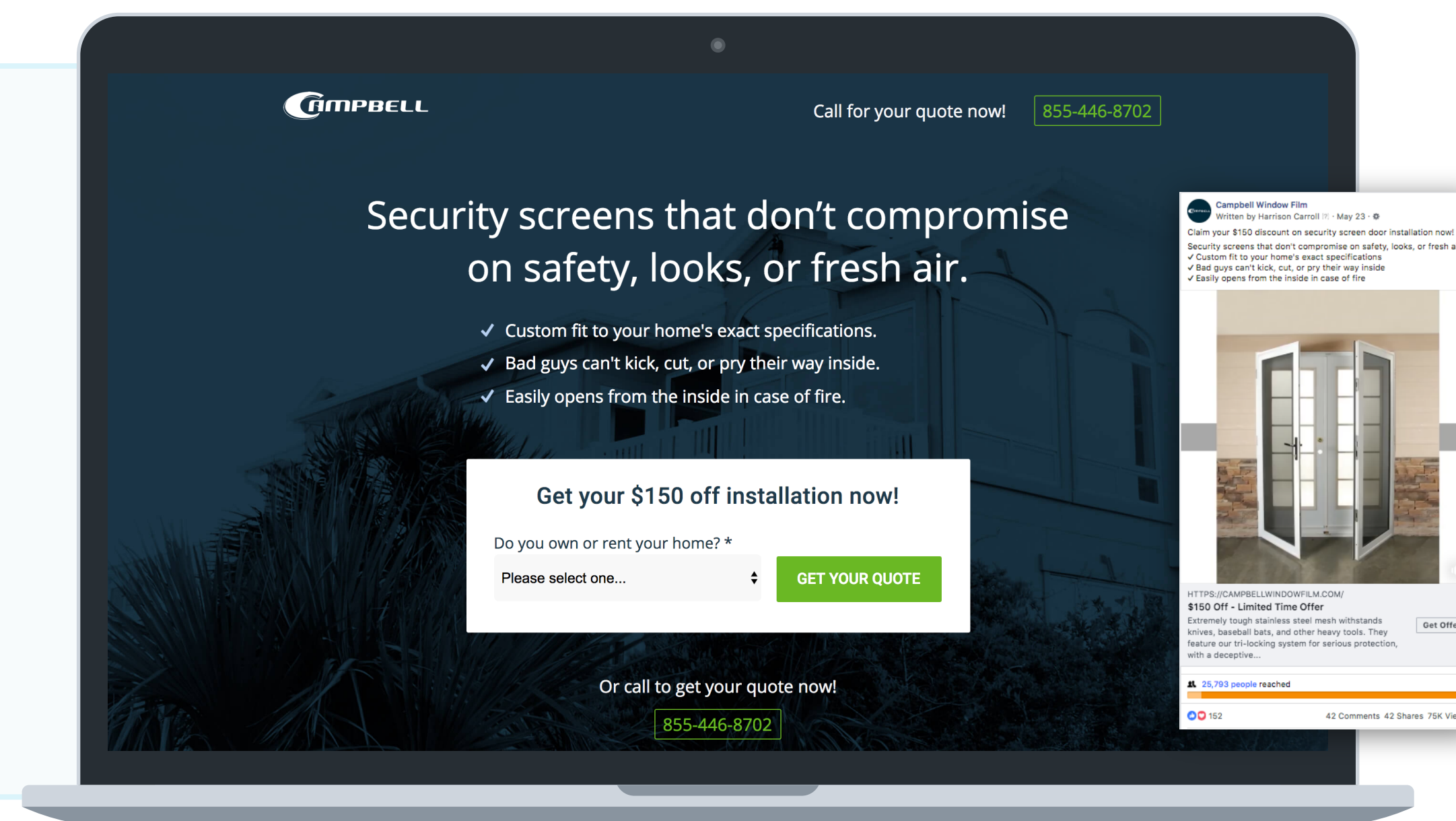
Campbell Relies On Clean Segmentation For Unprecedented Lead Volume & CPA

Campbell Window Film specializes in home security and custom window screening installation. Prior to signing with KlientBoost, Campbell was operating at a very high Cost Per Lead while failing to generate a significant monthly lead volume. And their social campaigns weren't much better than their SEM accounts.

When Campbell signed with KlientBoost in January 2018, their account was audited, cleaned, and optimized while Facebook was also added to the equation. By **re-allocating their resources and budget towards the right targets**, monthly lead volume has increased by a factor of 6 and Cost Per Lead (CPA) has continued to drop.

How We Did It:

- Implemented Single Keyword Ad Groups
- Segmented PPC campaigns by region
- Re-allocated budget towards Facebook wins
- Promoted special offer on Facebook Ads



The Results

↑ **600%**
Increase in Monthly Lead Volume

↓ **69%**
Decrease in GSN CPA

↓ **90%**
Decrease in Historical CPA via Facebook



“Since we’ve signed with KlientBoost we’ve not only seen a radical increase in the number of leads we’re seeing come in through PPC, we’re also paying a fraction of the cost. They were even able to launch a Facebook campaign from scratch by re-allocating some of our SEM budget to Facebook — it didn’t cost us a dime more. They continue to grow our conversions and leads while decreasing costs. It’s impressive.”

Brad Campbell - CEO & Founder | Campbell