

# How Car Trackers Grew Their Total Conversions by 171% in 3 Months

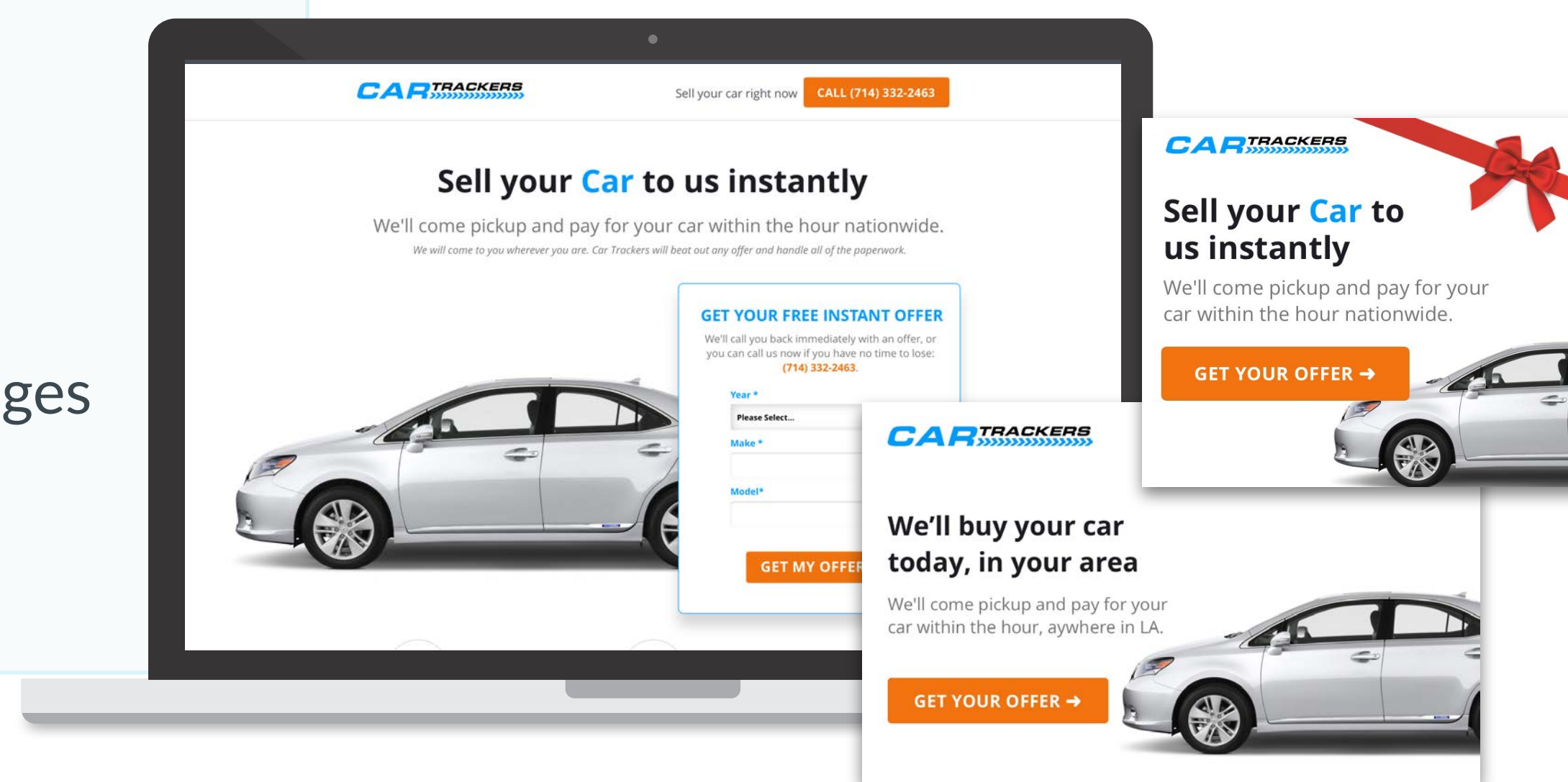


Car Trackers is a Car Buying service based in Southern California, with multiple satellite offices across the U.S. Car Trackers came to KlientBoost looking for assistance on growing their presence on Google and increasing the number of quality car purchases per month. Working together, we built out new campaigns and landing pages to conquer the task.

By the end of the 2nd month working together, **Cost Per Lead had dropped 30.81%** and **Conversion Rates increased by 63.29%**. After the month #3, we were able to more than **double the total amount of conversions per month!** We achieved this performance through the use of our SKAG Campaign Structure and the introduction of conversion focused landing pages granulated by region.

## How We Did It:

- Single Keyword Ad Groups
- Google AdWords Remarketing
- Custom / Location Specific Landing Pages
- Granulation of Geographic Targeting



“Our goal working with the KlientBoost team was to increase our total conversion volume while maintaining lead quality. Since we began working together, we have more than doubled conversion volume while decreasing our overall cost per lead. The KlientBoost design team has provided us with awesome conversion-focused landing pages that have played a crucial role in our scalability. We have enjoyed working with their team and look forward to future growth together.”

**Ali Qureshi, Owner | Car Trackers**

## The Results

↓ **31%**  
Decrease in Cost per Lead

↑ **171%**  
Increase in Amount of Conversions

↑ **63%**  
Increase in Conversion Rate

↑ **63%**  
Increase in Click Thru Rate