

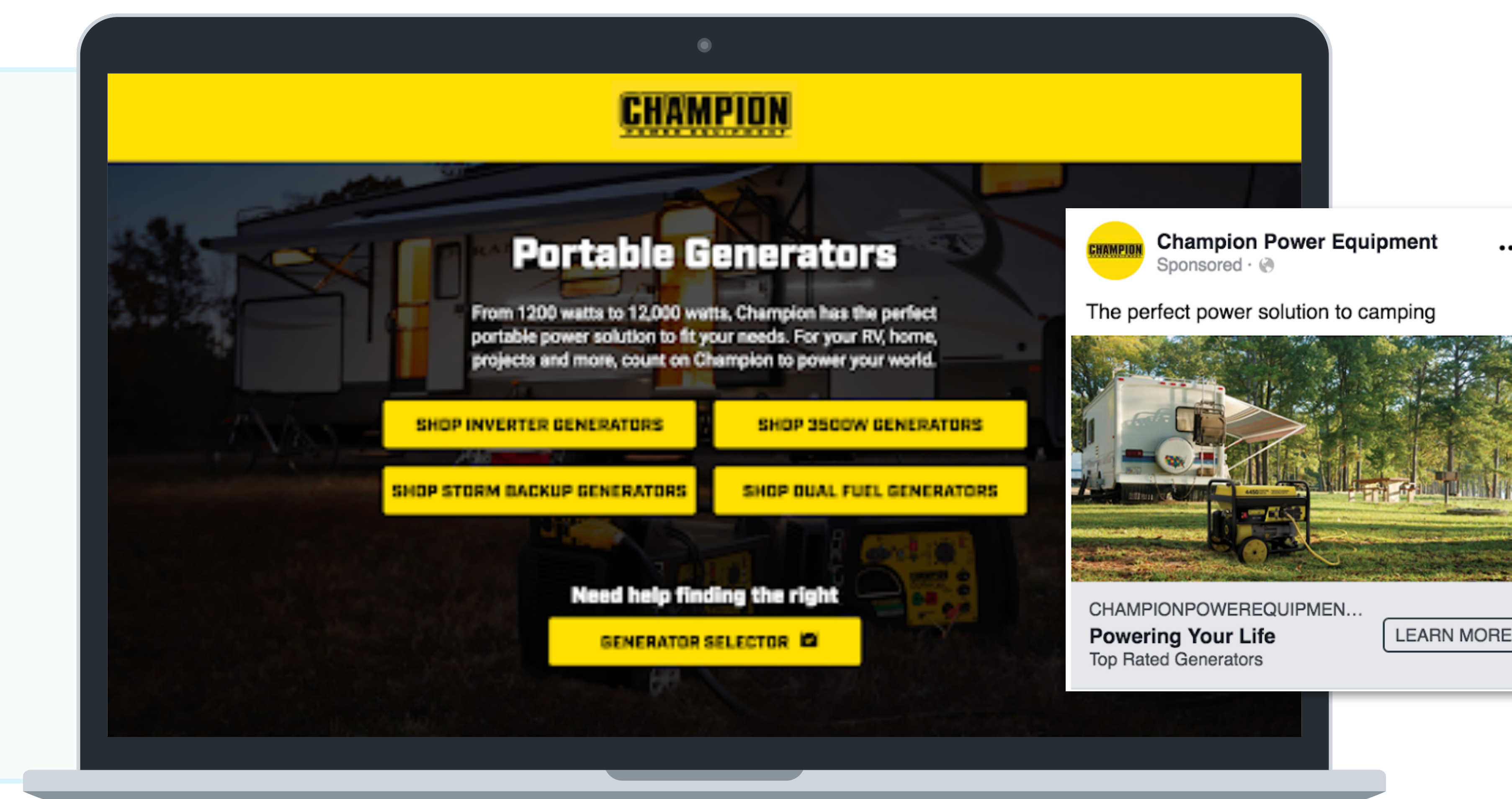
How Champion Power Equipment & KlientBoost Became Marketing Partners To Generate Conversions

Champion Power Equipment is a market leader in power generation equipment. For home, work or play, Champion products are the standard of performance excellence.

Before Champion Power Equipment signed on with KlientBoost, they didn't have much in-house experience creating PPC strategies. They were looking for a marketing partner who could provide insight, strategy, and execution with open communication. On multiple platforms, we were able to **decrease CPA by 32% and increase conversions by 50%.**


How We Did It:


- 80/20 Retargeting Facebook Strategy
- Broad Facebook Targeting
- Single Keyword Ad Groups
- Device Bid Adjustment
- Interest-Specific Image Ads



The Results

 **116%**
Increase in Monthly Lead Volume

 **435%**
Increase in Average Conversion Rate

 **58%**
Decrease in CPA



"KlientBoost gave us exactly what we were looking for. We didn't have a lot of experience in-house with creating good PPC strategy so didn't want an automated service. What we wanted was a partner that could come along, learn about our business and product, see opportunity and help us direct our limited PPC dollars in the most effective ways available. KlientBoost did just that and they do everything they can to take the work off your hands during the process."

Scott Henning - Director of Marketing | Champion Power Equipment