

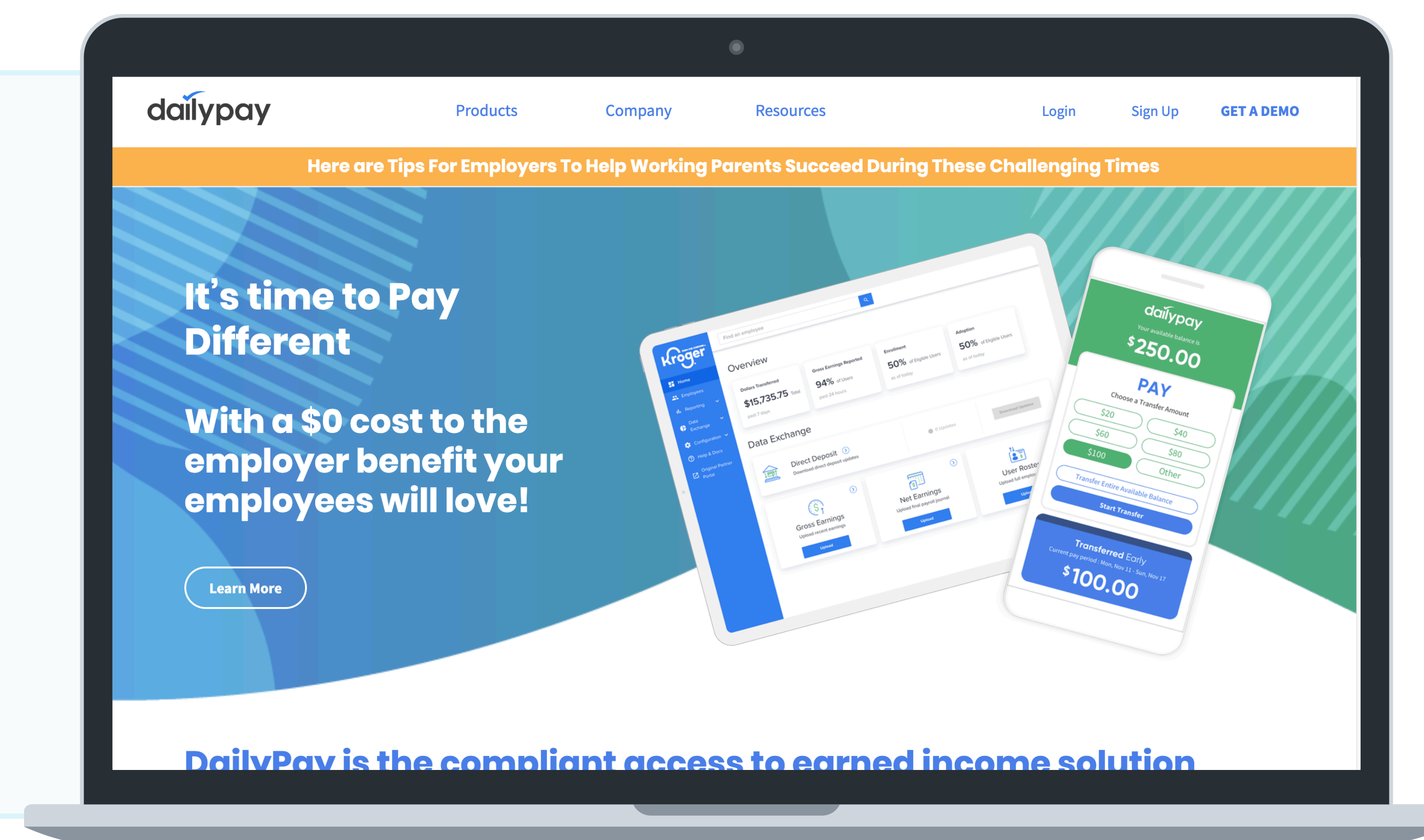
# How DailyPay Increased PPC Lead Volume While Lowering CPL By 170%

DailyPay is the leading fintech provider of earned income software that easily integrates with large companies' payroll and time management systems to allow employees to harness the power of their pay.

Prior to working with KlientBoost, PPC performance was failing to meet DailyPay's desired expectations. With a new PPC strategy, coupled with landing page optimization, **KlientBoost successfully lowered their CPA by 170% and increased leads by 2,200%**. Through continued optimization and management, their lead volume continues to improve daily.

## How We Did It:

- Case Study Ad Testing
- LinkedIn Lead Gen Campaigns
- eBook Ad Testing
- Specific Title Targeting



## The Results

↑ **2,200%**  
Increase in Conversions

↑ **138%**  
Increase in Conversion Rate

↓ **170%**  
Decrease in Cost per Acquisition



"Their team was responsive when we had an idea, and proactive with new ideas when something wasn't working. They reported on their progress regularly. They moved quickly to develop interactive components for our campaigns, like building a landing page for our search campaigns with a modern look and experience that maintained our brand guidelines. The team was friendly, knowledgeable and accountable. KlientBoost lowered our CPL on LinkedIn and got us to a point where we were seeing 5-10 leads every week from LinkedIn; and they helped us reach more people on Facebook for events like webinars."

**Karl Pawlewicz** - Head of Inbound Marketing | DailyPay