

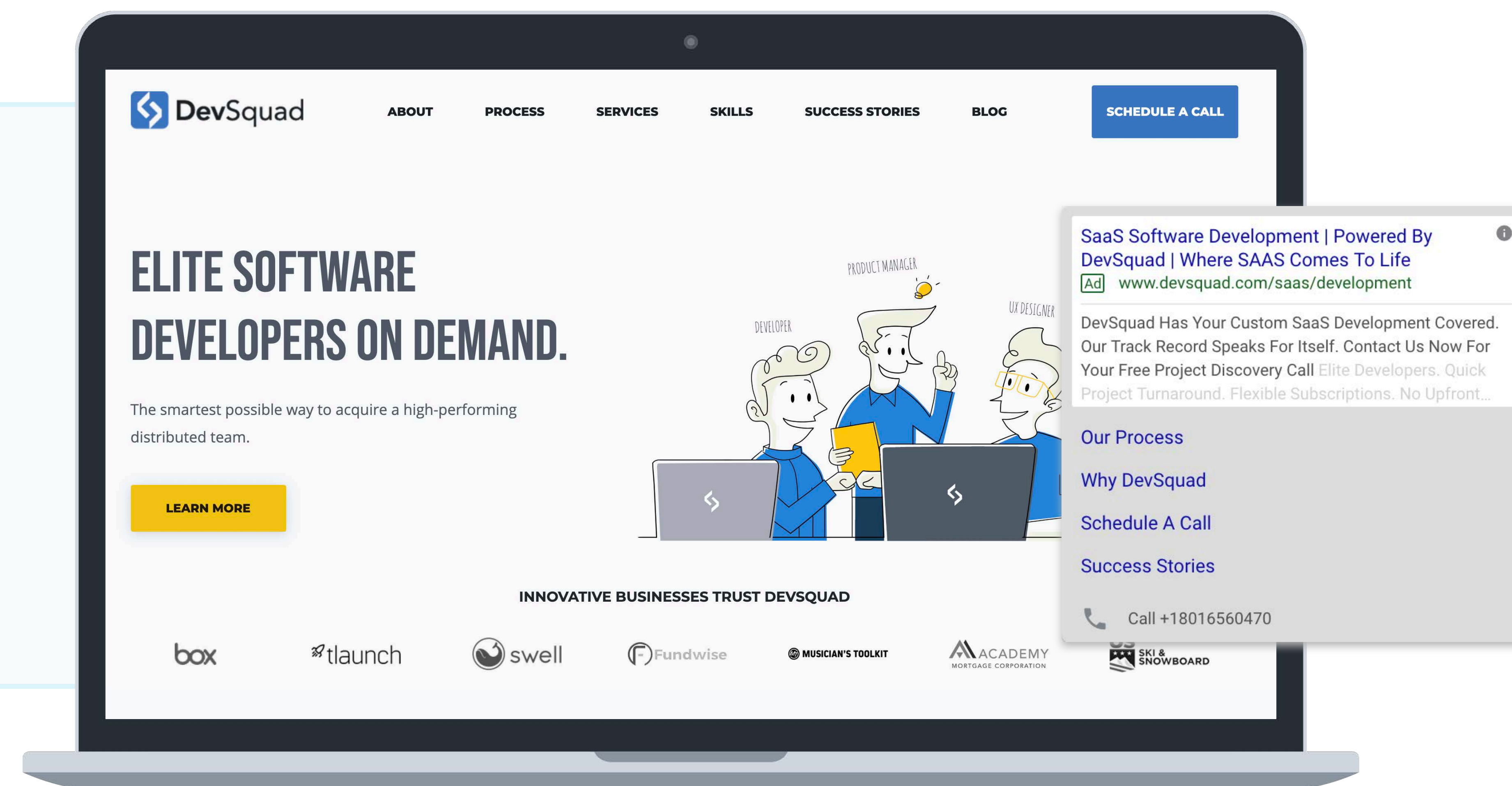
How DevSquad Increased Conversions 233% And Brought Down Cost of PPC

A software development company located in Utah, DevSquad offers services from product prototyping through regression testing. With DevSquad, you don't have to hire, train, nurture and orchestrate productive teams. You bring the vision. They bring the people who are talented, experienced and excited to begin.

Before DevSquad started with KlientBoost, they struggled to make moves with PPC to generate leads and make PPC profitable. Using Target CPA, Enhanced CPC, YouTube Prospecting and A/B testing ad copy, we were able to bring down CPC by 24% while increasing conversions by 233%.

How We Did It:

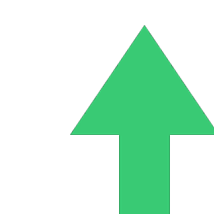
- Target CPA Campaign
- Enhanced CPC Campaign
- YouTube Prospecting Campaign
- A/B Tested Ad Copy



"KlientBoost did a great job communicating results with us and working quickly to get our KPIs where we needed them to be profitable."

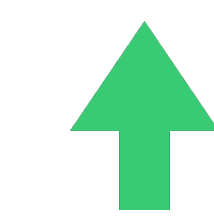
Phil Alves - CEO | DevSquad

The Results



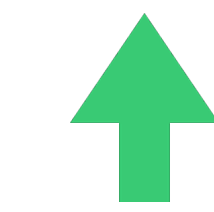
233%

Increase in Conversions



110%

Increase in Clicks



29%

Increase in Impressions



24%

Decrease in Cost per Conversion