

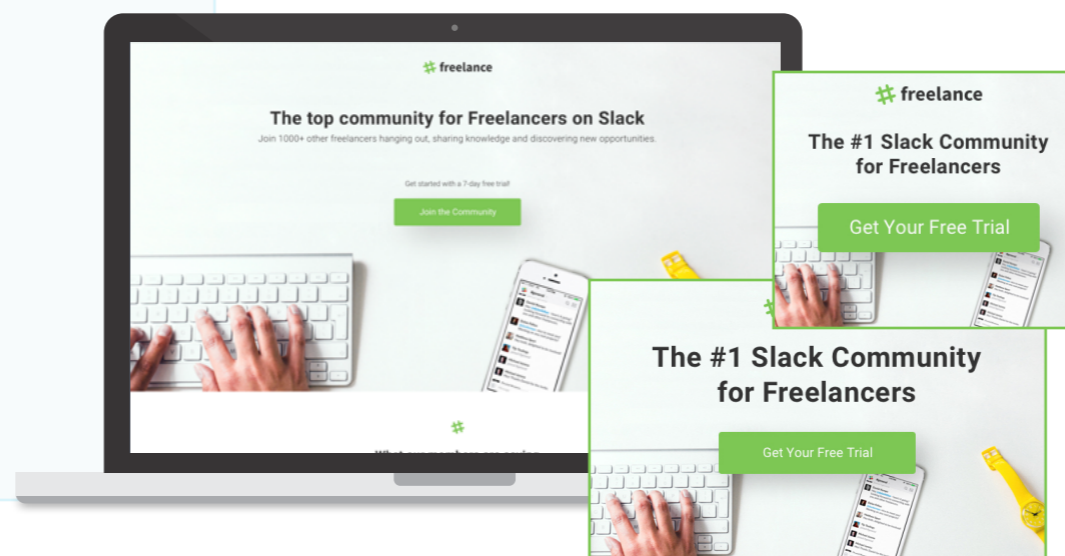
How Digital Freelancer Increased Conversion Volume And Conversion Rate Simultaneously

Digital Freelancer is a community dedicated to helping freelancers from all industries gain the skills, connections, resources, and support that they need to help grow their personal brands and take their business to the next level.

Before working with KlientBoost, Digital Freelancer was running limited PPC in-house. They knew PPC was an effective marketing channel to reach their target market, but were previously unsuccessful in driving high lead volume and had not driven any direct sign ups. Within two months of working together, **conversion volume had increased 7x and conversion rate had increased 6x!**

How We Did It:

- Custom Landing Pages
- Custom Facebook Banner Creation
- New Audience Analysis
- KlientBoost's Facebook Blueprint



The Results

↑ **789%**
Increase in Lead Volume

↓ **36%**
Decrease in Cost per Acquisition

↑ **645%**
Increase in Conversion Rate

↑ **10X Direct Signups**
From previous of 0



"We knew PPC was an effective channel to reaching our target demographic, but we were struggling to generate high lead volume and any direct signups. Within just two months together, our lead volume was through the roof and we were finally receiving direct signups without having to follow up with leads. The KB team knows what they are doing and deliver results!"

Connor Black, Co-Founder Mattermark Studios/Digital Freelancer