

# EVERFI Increases Lead Volume & Streamlines Lead Flow With 24% CPA Reduction

EVERFI prides itself on taking the next step from EdTech (education technology) to Education Activation — revolutionizing how organizations, industries, and individual learners are approaching self-education.

When originally signing with KlientBoost, EVERFI was looking to drive a higher lead volume while stressing the importance of keeping a reasonably low CPA. Since starting work on their campaigns, KlientBoost has been able to **double lead flow while decreasing CPA by 24%**.

## The Results

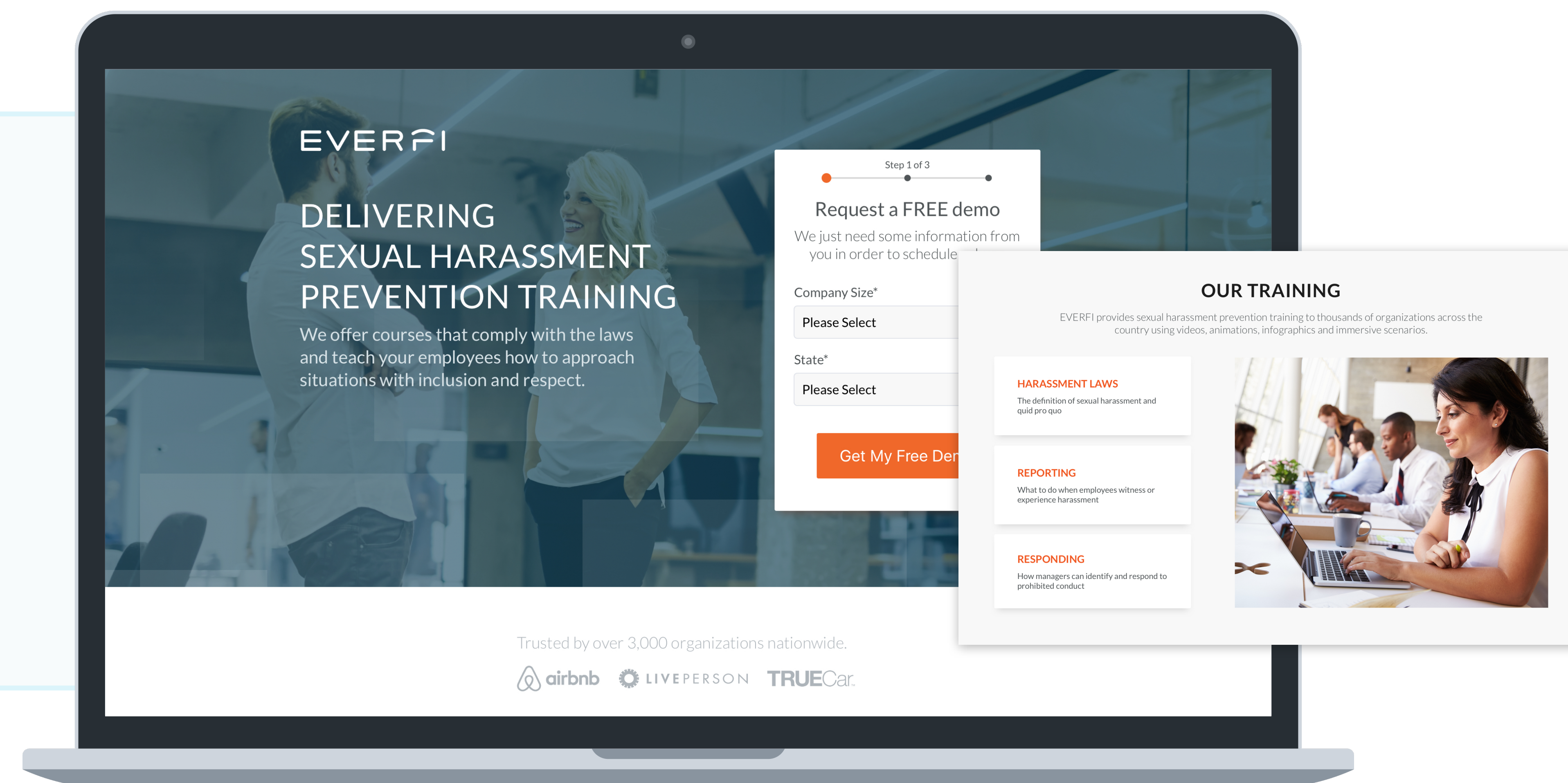
↑ **100%**  
Increase in Lead Flow

↑ **82%**  
Increase in Lead Volume

↓ **24%**  
Decrease in Cost per Acquisition

### How We Did It:

- Google Ads For Demo Leads
- Replica Campaigns On Bing
- LinkedIn & Facebook Lead Ads
- Cross-Channel Remarketing



“We deal with a fairly diverse audience and lead base when it comes to our education software and ebooks. KlientBoost has not only been able to increase our lead flow within certain campaigns, but overall as well. And they’ve been able to do it while lowering our costs and increasing total lead volume, not just conversion rates. Needless to say, we’re very happy on our end.”

**David Goodman** - Senior Manager, Digital Marketing | EVERFI