

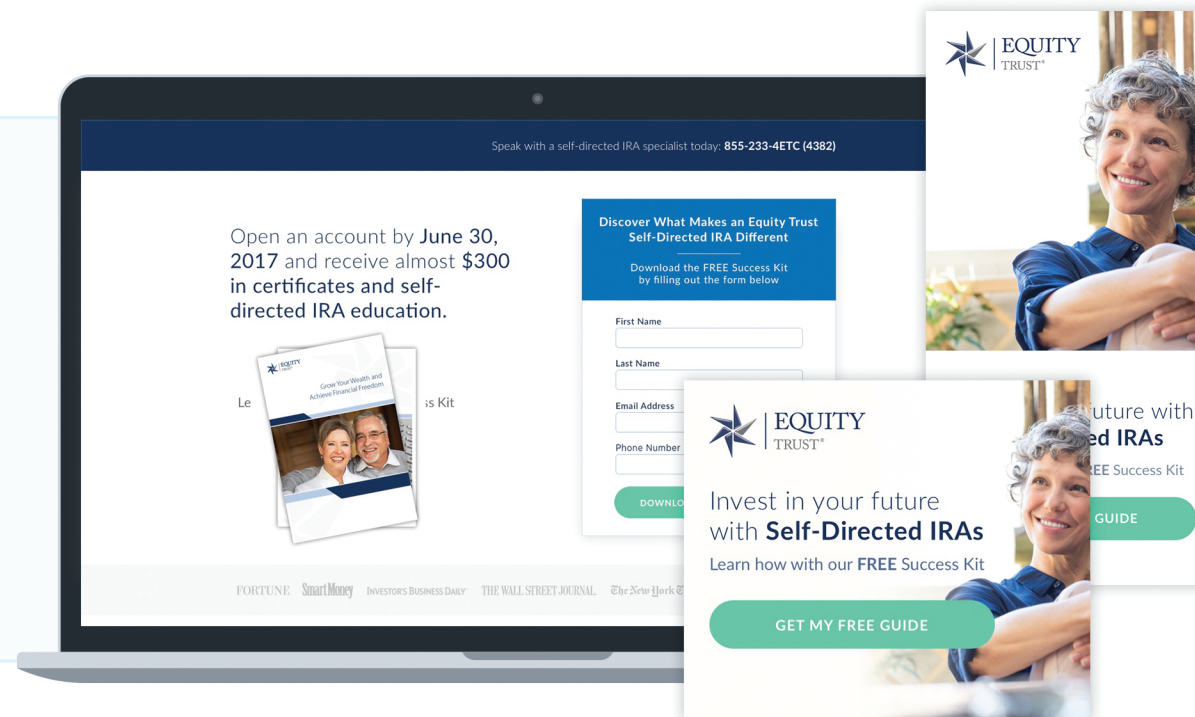
# Equity Trust Company's CTR Soars 246% While Reducing Their CPA 30.44%

For those looking to create greater wealth, Upside Avenue makes it happen with professionally-managed multifamily RE investments once reserved for commercial partners and those with a high-net worth.

Within the first 30 days of working together, KlientBoost was able to **triple website traffic for Upside Avenue**. With KlientBoost's proven SKAG campaign structure in place, coupled with improved ad copy, ad congruency, and other variables, CTR quickly jumped 90%. Plus, a 23% lower CPA and a 54% cheaper CPC helped Upside save \$10,000/mo to reinvest in the business.

## How We Did It:

- Chat Bot Split Testing
- YouTube Remarketing
- Multiple Platform Testing
- Single Keyword Ad Groups (SKAGs)
- Deeper Call Tracking



## The Results

↓ **34%**  
Decrease in CPA

↑ **246%**  
Increase in CTR

↑ **16%**  
Increase in Imp/Share



*"We have seen an increase in monthly lead volume since we started working with KlientBoost. I've worked with several specialists and designers at KlientBoost and everyone has been extremely knowledgeable. The designers have also provided fantastic landing pages. They understand that the only thing that matters at the end of the day is results."*

**Westley Stump** – Senior Interactive Marketing Manager | Equity Trust Company