

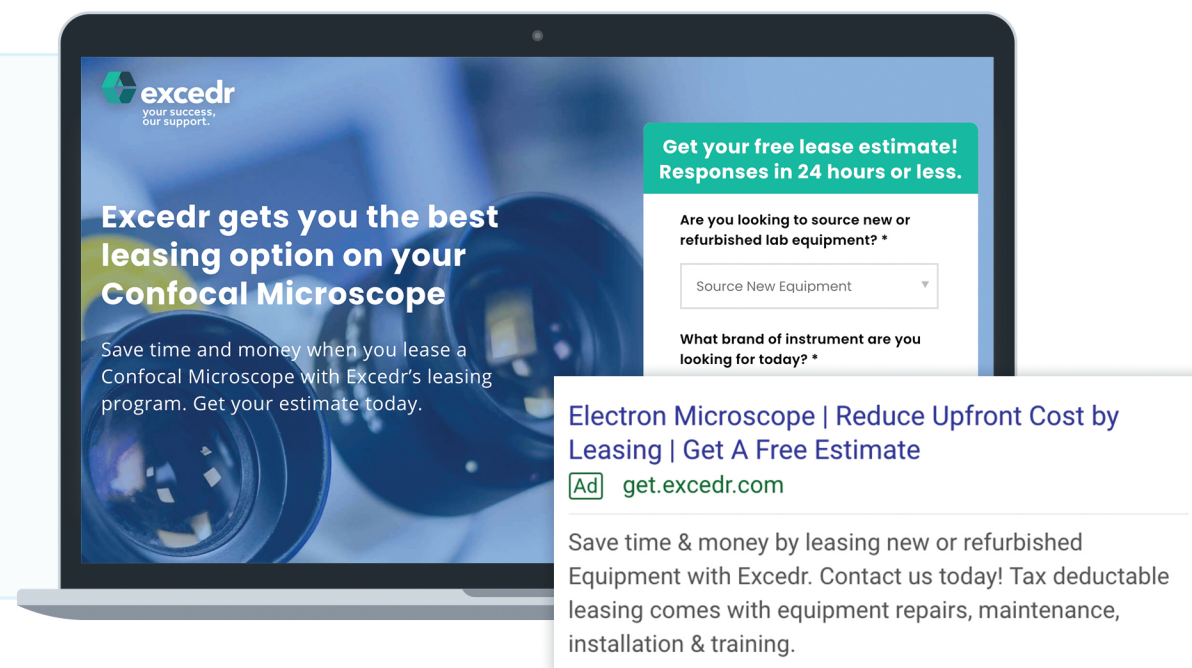
# Excedr Enjoys a 20% Spike in Conversion Rate Due to More Relevant Website Traffic

Excedr provides scientists with cutting-edge instrument leases and comprehensive coverage plans at an affordable price to save researchers time and money.

Website leads and conversions are vital to Excedr's success. They knew their performance was lagging in these areas before working with KlientBoost. Placing an emphasis on website structure, SEO, and PPC traffic, KlientBoost delivered a **20% improvement in conversion rate** and a **12% drop in cost per acquisition (CPA)** in just 3 months.

## How We Did It:

- Custom Landing Pages
- Keyword/Campaign Restructures
- Google Ads A/B Testing
- Ongoing Content Strategy



*"KlientBoost's deep expertise in the areas of SEO and PPC allow us to expand and improve existing practices, as well as implement new strategies to drive traffic and engagement. We highly value their excellent and regular communication, their responsiveness to feedback, and their focus on data. We look forward to continuing our working relationship."*

**Sylvia Marton** – Sales & Marketing Manager | Excedr

## The Results

↑ **20%**  
Increase in Conversion Rate

↓ **12%**  
Decrease in CPA

↑ **57%**  
Increase in Conversions

↑ **49%**  
Increase in Impression Share