

# KlientBoost Leverages Its Direct Response Knowledge to Guide Fisher Investments to Better Performance

Fisher Investments serves high net worth individuals with a variety of investment offerings, including portfolio management, annuity evaluation, and financial planning.

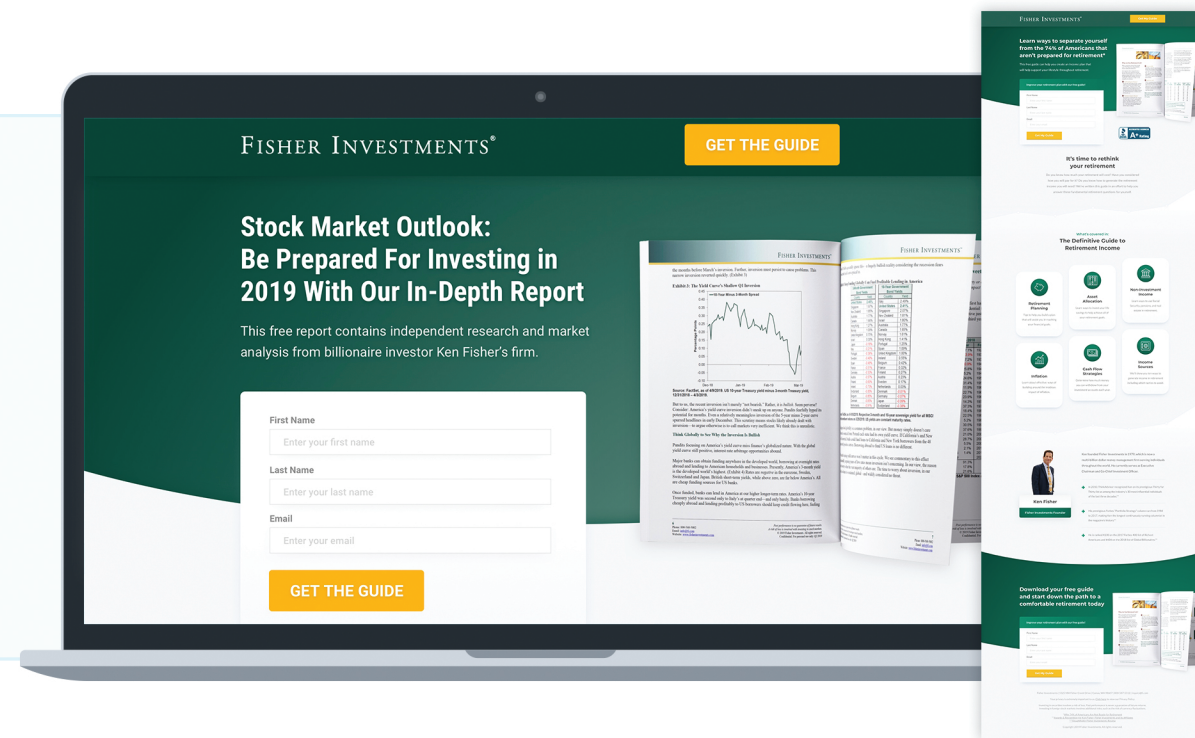
Prior to working with KlientBoost, Fisher Investments wasn't seeing the type of performance it needed from its direct response efforts. KlientBoost expertise runs deep in this area and they quickly added value to deliver results - namely **KlientBoost's landing page not being beaten in 3 years** by Fisher Investment's efforts.

## The Results

 **3 Years**  
Time To Beat Our Landing Page

### How We Did It:

- Quan/Qual Feedback Gathering
- Multi-Redesign Split Testing
- Breadcrumb Technique
- Device Specific Testing



*"They actually understand direct response marketing and took the time to understand our specific goals. Communication and follow up was excellent. We never had to chase them for updates. They proactively reached out to see how things were going and to see if they could do anything to help. KlientBoost was laser-focused."*

**Andrew Carroll** – Global Marketing Manager | Fisher Investments