

Fund That Flip Boosts Conversions Over 150% While Halving CPA With Multi-Channel PPC Campaigns

Fund That Flip is an online money lender competing with hard money lenders to better assist house-flippers and renovators with getting the capital necessary to start and complete their projects.

Fund That Flip was looking to increase their conversion volume of renovators submitting their info for their funding commitments. Since signing with KlientBoost, they've not only **seen a 150% jump in their conversion volume**, but they've also seen their **Cost Per Acquisition (CPA) cut in half**, saving extra ad spend to be re-invested in their most successful campaigns.

The Results

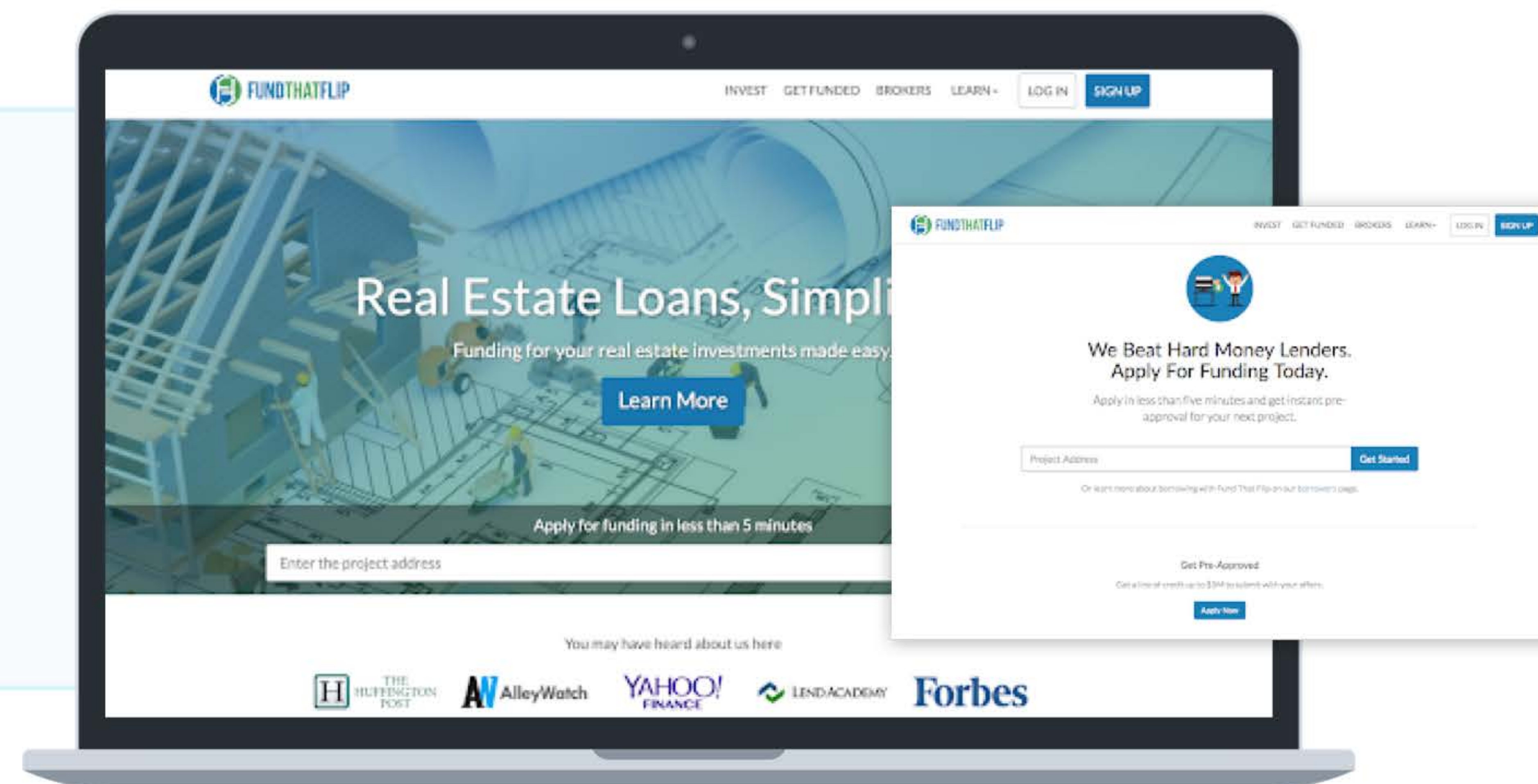
↑ **157%**
Increase in Conversion Volume

↓ **47%**
Decrease in Cost per Acquisition

↑ **12%**
Increase in Lead Volume

How We Did It:

- Used Single Keyword Ad Groups
- Google & Bing Ad Strategy
- Facebook Lookalike Audiences
- LinkedIn Advertising By Vertical



"The numbers speak for themselves here. You've been able to increase our volume a significant amount while cutting our costs and ad spend. Simply put, you've made us money, and we couldn't have done it without you."

Kendall Krawchuk - VP of Marketing | Fund That Flip, Inc.