

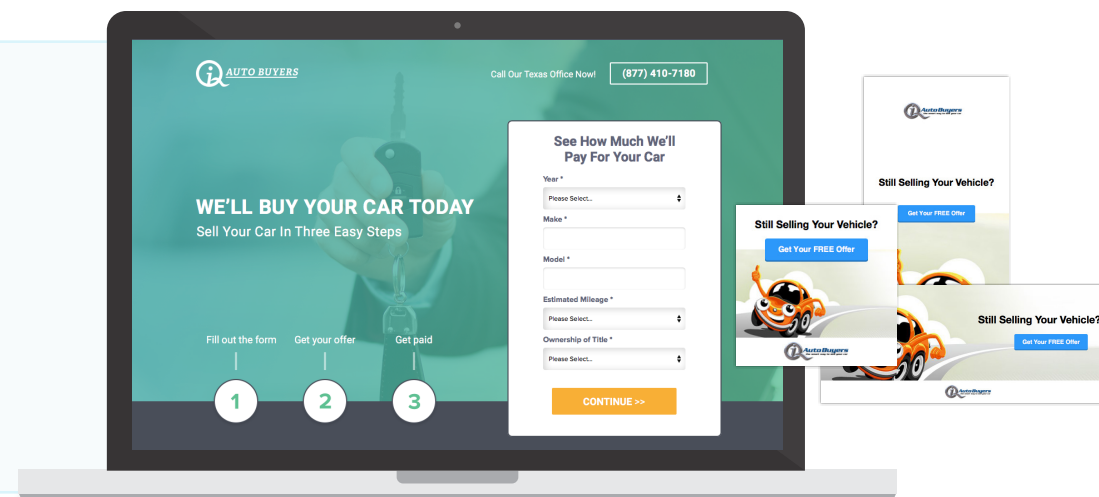
# IQ Auto Buyers Reaches The Lowest Cost Per Lead In Over 3 Years

IQ Auto Buyers, a vehicle buying solution that advertises nationwide, offers quick and valuable quotes to individuals looking to sell their vehicles with local pick ups.

Before working with KlientBoost, the PPC accounts were continually getting wasteful leads. Within 5 months, and through numerous landing page and ad copy tests, **lead quality went up 32%** and **cost per conversion was the lowest it had been in 3 years**.

## How We Did It:

- Google AdWords
- AdWords Remarketing
- Geographic Granularity
- Custom Landing Pages
- ROI Reporting



"I've always appreciated people who are able to deliver on their promises. KlientBoost did that, and then some. Beginning with improving conversion rates, lowering cost per lead, and increase volume, KlientBoost then helped improve lead quality on top of that, while keeping the cost per lead as low as possible. Something we've never been able to do before."



Lenny Miller, CEO @ IQ Auto Buyers

## The Results

↑ **32%**  
Increase in Lead Quality

↑ **20%**  
Increase in Conversion Rate

↓ **21%**  
Decrease in Cost per Conversion

↓ **15%**  
Decrease in Cost per Click