

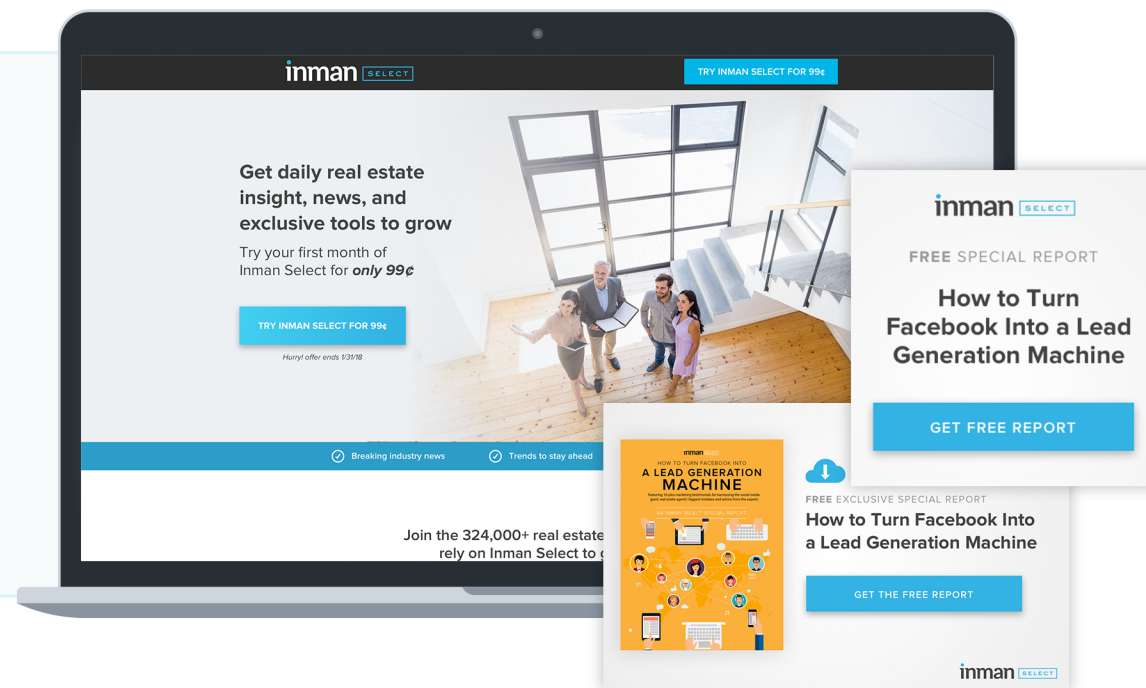
Inman News Collaborates With KlientBoost to Scale on a Budget

Inman News publishes real estate news for realtors and brokers.

Looking to scale in a cost-effective way, Inman News tapped KlientBoost to provide a custom solution. KlientBoost created a strategy that delivered a **55% increase in weekly subscribers** and a **49% decrease in customer acquisition cost (CAC)**.

How We Did It:

- Upper Funnel Prospecting
- Saved Audience Targeting
- Facebook Ad Viral Content
- Consistent Ad Creative Testing



The Results

 **55%**
Increase in Subscribers

 **49%**
Decrease in CPA

 **21%**
Decrease in Ad Spend



“Truly knowledgeable team leads who I have partnered with at two different companies. Cost effective services and a great helping hand for small companies looking to scale! The work with the team felt collaborative and developed great personal and professional relationships. Cost effective solution for scaling teams as well - fairly priced solution.”

Shawna Strayhorn – Director of Subscriber Growth | Inman News