

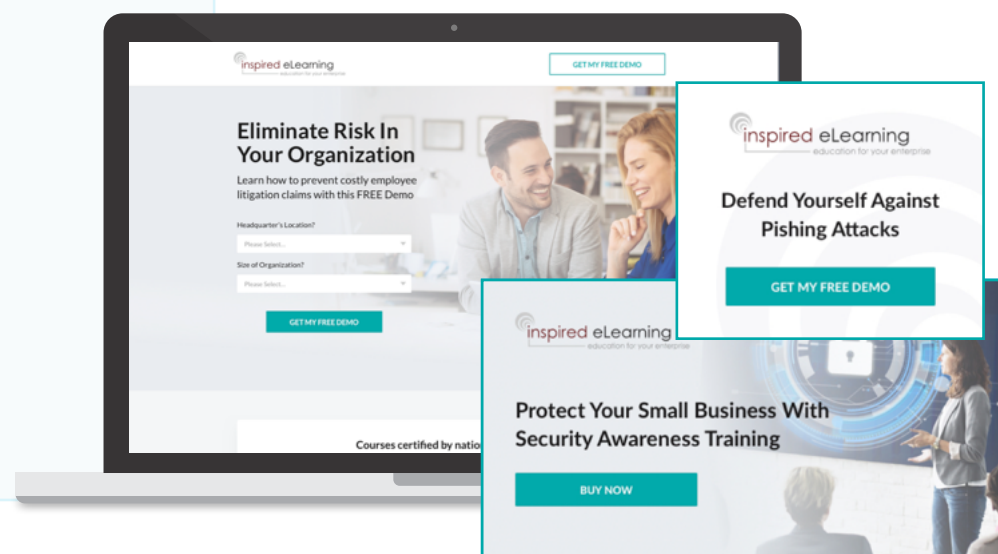
How Inspired eLearning Lowered Their Cost Per Acquisition While Increasing Conversion Rate And Volume

Inspired eLearning is dedicated to delivering the highest quality enterprise educational products that transform corporate culture, nurture and enhance workforce skills, and deliver maximum ROI for the corporate education budget.

Before working with KlientBoost, Inspired eLearning was running PPC in-house. They knew PPC was effective at driving leads, but they knew that there was so much more that could be done. Within a few months of working together, **conversion volume more than doubled and CPA was cut in half.**

How We Did It:

- Custom Landing Pages
- Expanded to Bing Search
- Iceberg Effect
- Capterra PPC Listings
- Single Keyword Ad Groups



“We needed help taking our PPC campaigns to the next level. KlientBoost was able to make an immediate impact and have continued to improve our performance month-over-month. We know that there is even more that can be done and we are excited to see where they can take us next.”

Matt Urbancic, Head of Marketing | Inspired eLearning

The Results

↑ **267%**
Increase in Conversion Volume

↑ **274%**
Increase in Conversion Rate

↑ **77%**
Increase in Click Through Rate

↓ **60%**
Decrease in Cost per Acquisition