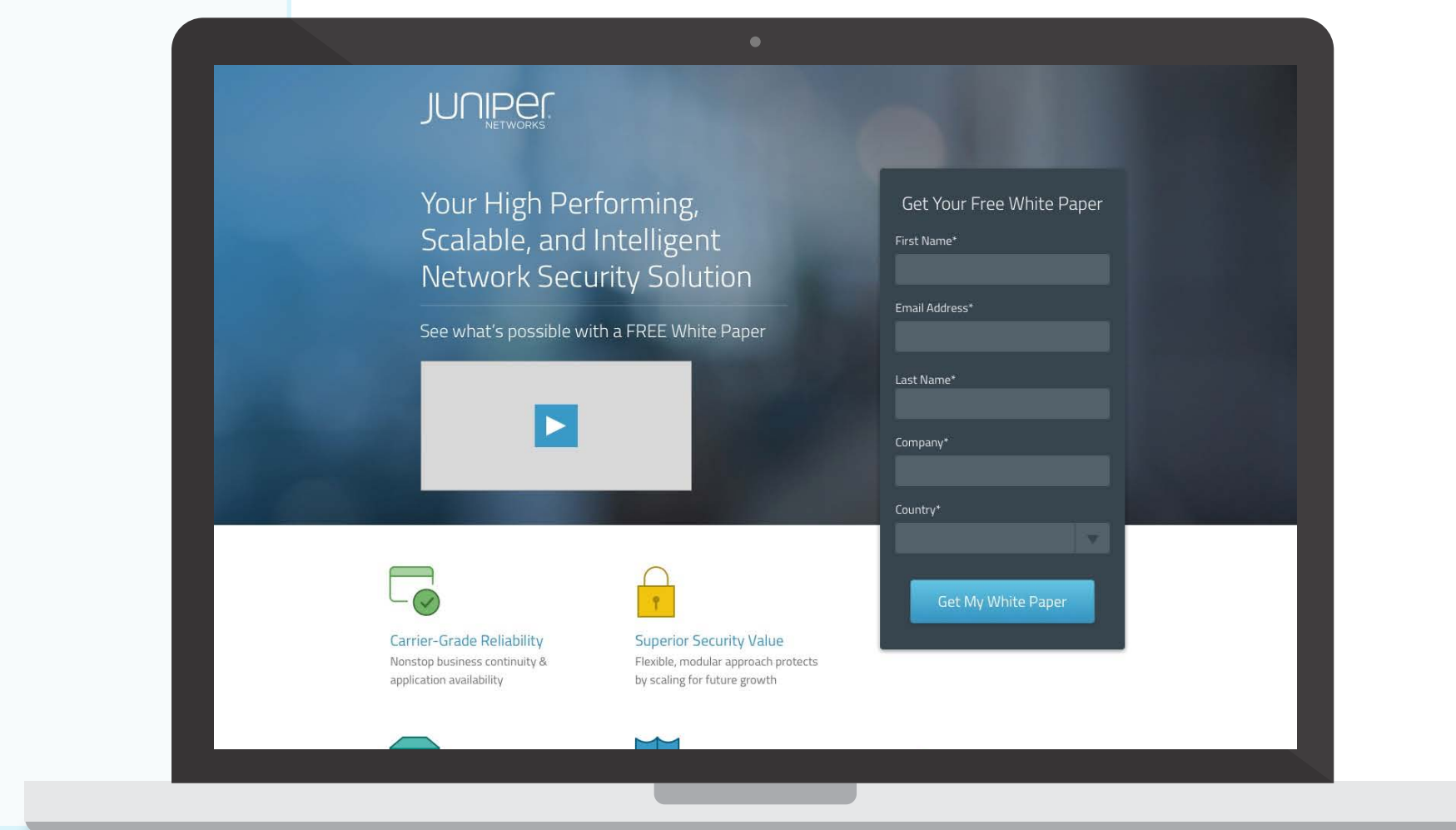# Juniper Networks Cuts CPA In More Than Half With Custom Landing Page Testing & Refined PPC Campaigns

Being a leader in network security, Juniper Networks sought the help of KlientBoost to improve the performance of their Data Center and Network Security acquisition efforts.

After three months of working together, we were able to **reduce the cost per lead by 86%** while **increasing conversion rates over 300%** - *and that was just the beginning.* With campaign expansion and more optimization, we'll see those numbers continue to improve month over month.

The Results

▼ **86%**
Decrease *in Cost per Conversion*

How We Did It:

- Breadcrumb Technique

- High Tempo Landing Page Testing

- Single Keyword Ad Groups

- Negative Keywords/Negative Audiences

▲ **329%**
Increase *in Conversion Rate*

▲ **41%**
Increase *in Conversion Volume*

"The first time I spoke with KlientBoost, I remember their founder talking about making us more money. Most agencies will jump right to talking about other metrics, but they care about the things that truly matter. Because of the speed and sense of urgency, we actually hit our goals in the first month of running their new campaigns and landing pages. Would highly recommend if you have the chance to work with them."

Christian Austin - Associate Manager @ Juniper Networks