

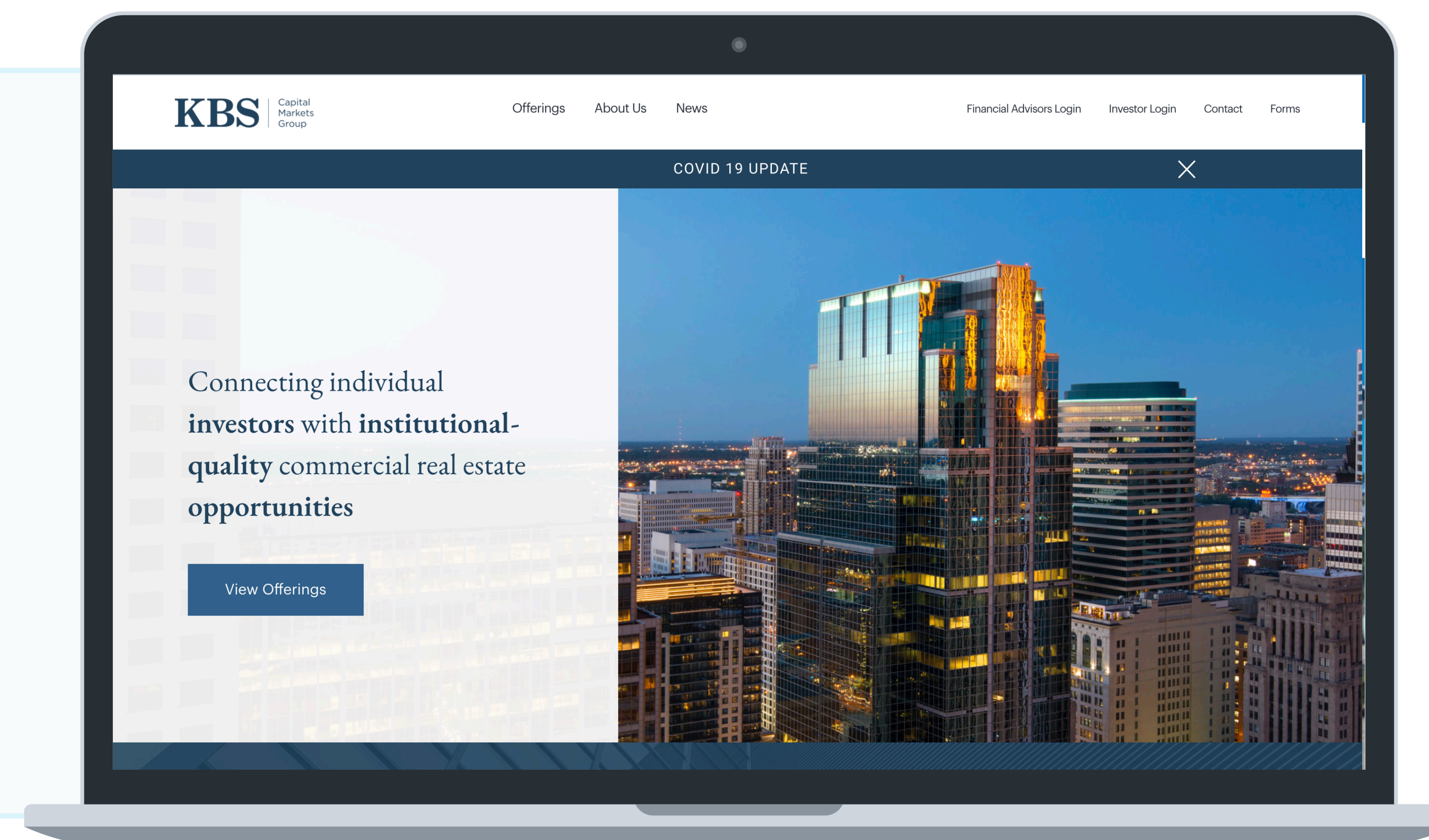
# KBS Direct Increase their Lead Volume By 500% While Cutting CPA by 15%

KBS is a Direct Commercial Real Estate Investment Platform, empowering eligible investors and Registered Investment Advisors to invest directly in a portfolio of institutional-quality properties in U.S. markets.

Needing a tighter CRM integration to take the sales team from lead to closed deal, KBS Direct turned to KlientBoost to provide a full CRM integration with their Unbounce landing pages. Leveraging several strategies, including restructuring their Google Campaigns, Display Campaigns for Prospecting and Remarketing, and Facebook Power of 5, **KBS Direct saw an increase of 500% on lead volume while still cutting CPAs by 15%.**

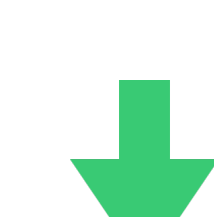
## How We Did It:

- Google Campaign Restructure
- Display Campaign Prospecting
- Facebook Power 5 Structure
- Smart Bidding Testing
- CRM Sales Integration



## The Results

 **500%**  
Increase in Conversions

 **15%**  
Decrease in CPA