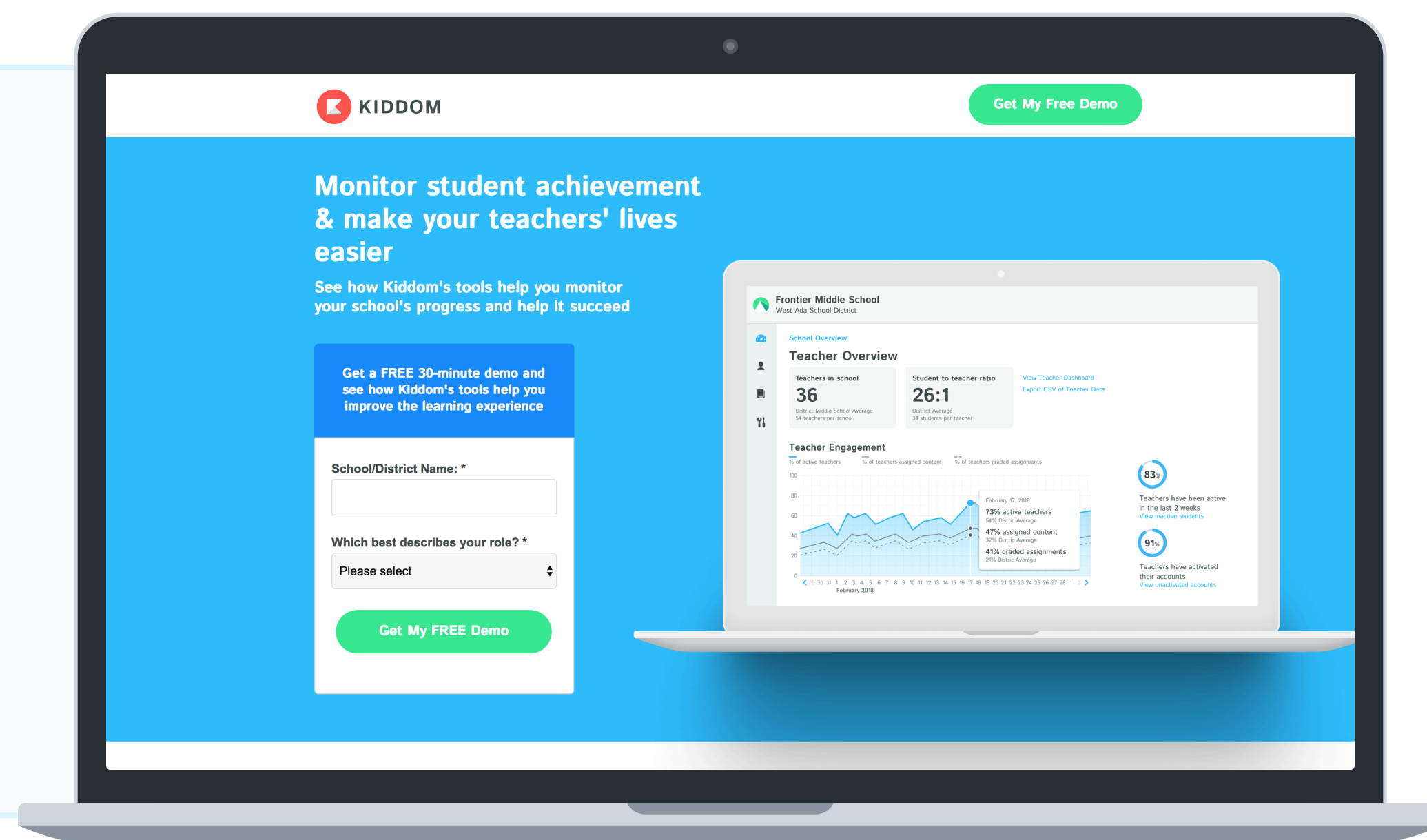# Kiddom Halves CPA and Increases Sign-Ups By Nearly 1,000%

Kiddom is an app designed to empower teachers by reaching students on their level with standards-aligned resources, as well as help students plan, assess, and analyze their learning progress with genuine customized learning.

Prior to partnering with KlientBoost we were struggling to generate a satisfactory CPA with our free app for teachers. We were also struggling to get our school-wide enterprise version off the ground. KlientBoost was able to **increase our free teacher signups 10-fold and halve our CPA** as well as launch our Enterprise acquisition campaigns **from scratch with serious success.**

The Results

923%
↑ *Increase* in Teacher Signups

52%
↓ *Decrease* in CPA for Teacher Signups

145%
↑ *Increase* in Enterprise Demos

41%
↓ *Decrease* in CPA for Enterprise Demos

How We Did It:

- Single-Interest Audiences On Facebook

- Custom Intent Audiences

- 2-Step Landing Page For Enterprise Leads

- Optimized Funnel From eBook To Demo

"*KlientBoost has been an awesome revenue generating partner since we signed with them. They've not only been able to dramatically increase our signups — but they've also halved our cost-per-acquisition to effectively drive more conversions from less money. The percentage increases really do speak for themselves.*"

Greg Anderson - Demand Generation Engineer | Kiddom