

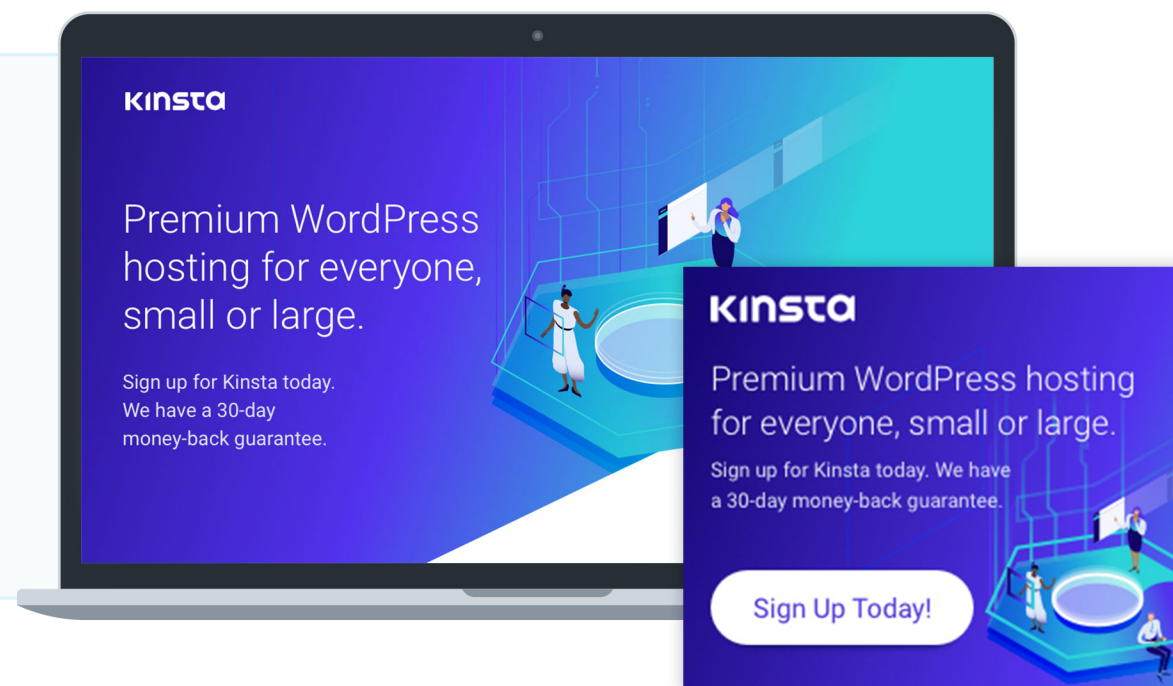
Kinsta Realizes an Immediate Impact to Their PPC Campaigns: 2x Leads and 19% CPA Drop

Kinsta is the fastest-growing, high-performance managed WordPress hosting provider on the market. Clients include GE, Intuit, Buffer, TripAdvisor, FreshBooks, Drift, AdEspresso, Workforce, Mint, and Swagway.

Before KlientBoost started helping them, Kinsta had internal bandwidth issues that prevented them from focusing appropriately on their PPC campaigns. KlientBoost stepped in to deliver immediate results to the tune of a **100% increase in conversions** and a **19% drop in cost per acquisition (CPA)**.

How We Did It:

- Single Keyword Ad Groups (SKAGs)
- CTA/Offer Testing
- Smart Bidding Strategy
- Multiple Ad Platform Testing



"Their team is very quick to respond. I never went a couple of hours without hearing from them. KlientBoost was able to 5x our leads while also dropping our CPA. They also were a huge help in testing new ad networks and figuring out which ones just weren't right for our audience."

Brian Jackson – Chief Marketing Office | Kinsta

The Results

 **100%**
Increase in Conversions

 **19%**
Decrease in CPA