

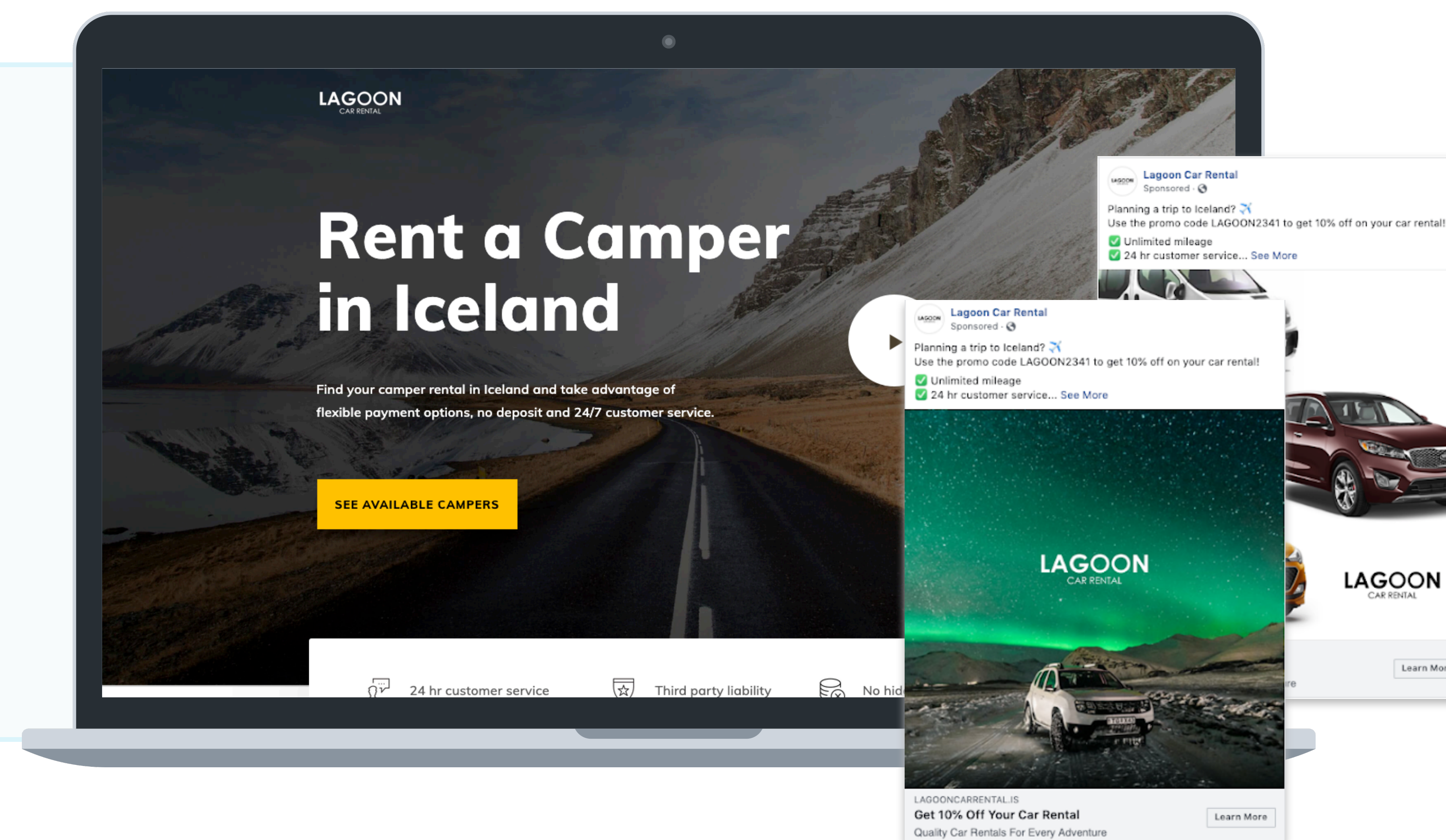
How Lagoon Car Rental Was Impressed With Our Lofty Goals To Grow Conversion Rates While Reducing CPA

Lagoon Car Rental is a family owned and operated local car rental and camper rental in Iceland. The family founded the business at the start of 2015 with only a handful of cars. Since then the company has grown a lot.

Since starting, Lagoon Car Rental's expectations have been exceeded by our team. We pushed initiatives for Google and Facebook that **increased Conversion Rates by 165%** all while reducing **Cost per Conversion 17%**.

How We Did It:

- Utilized Single Keyword Ad Groups
- Facebook Remarketing
- Custom Creative
- Geographic Targeting
- Conversion Focused Copywriting



The Results

↑ **59%**
Increase in Conversions

↑ **165%**
Increase in Conversion Rate

↓ **17%**
Decrease in Cost per Conversion



"Google Ads are very important for our business model as there's a lot of hard competition in Iceland Tourism. Before signing with KlientBoost, we had tried many different platforms to help us with our Google account but with little results. Coming in we had very low expectations, KlientBoost however, has exceeded expectations. Our team is extremely responsive to all our concerns and has so much initiative within the Google account. Thanks to them we have been hitting goals within our Google account that I would have considered completely unrealistic a couple months back."

Anton Reynir Hafdísarson - Operations Manager | Lagoon Car Rental