

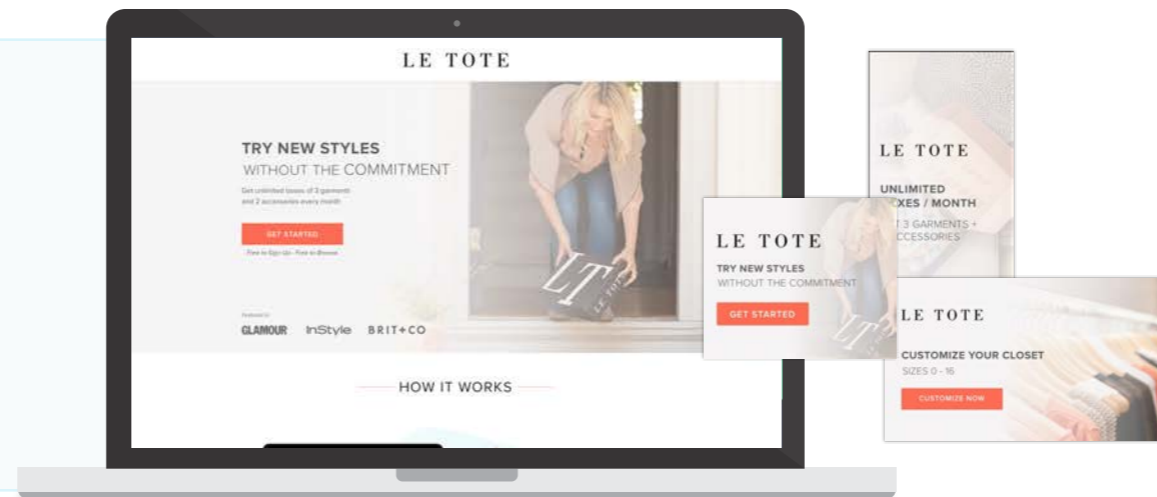
# Le Tote Scales Search & Display To Profitable Heights

Le Tote, a leading subscription based clothing company, was looking to scale paid search and display in a profitable way.

Before working with KlientBoost, the many micro-conversions leading up to a sale were not being tracked or acted upon. With custom landing pages drilled down to the keyword level, conversion rates doubled in less than two months.

## How We Did It:

- Google AdWords
- Custom Landing Pages
- AdWords Display
- Micro-conversion tracking
- YouTube Remarketing



*"It's rare to find an outside team that can be as proactive as your internal team. Our weekly calls left me with more aha ideas than I had expected. Ideas that KlientBoost quickly helped turn into reality like collecting visitor objections on our checkout page. Their speed and eagerness to test and learn showed that they're not romantic about PPC, they honestly want to do what's in our best interest. Highly recommend the KB team to anyone looking to test into scaling their PPC strategy."*



Luke Langon, Director of Growth @ Le Tote

## The Results

↑ **263%**  
Increase in Conversion Rate

↓ **61%**  
Decrease in Cost per Conversion

↑ Newly identified conversion channels

↑ New micro-conversion tracking setup