

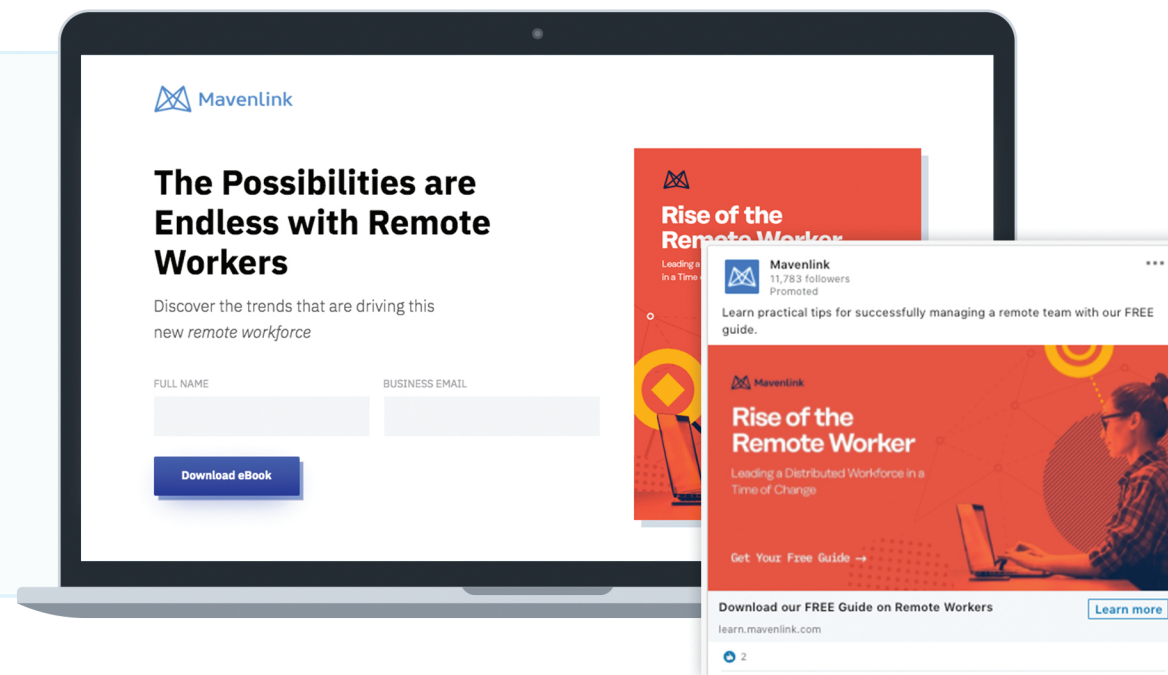
Mavenlink Learns Social Media Marketing and Hits Their Target Cost-Per-Lead Goal in Just Weeks

Mavenlink is a resource planning and project management software that allows users to schedule and utilize its people with real-time updates for efficiency and accuracy.

Mavenlink realized it was lagging behind competitors and losing market share because they weren't leveraging social media marketing. They called in KlientBoost for help and saw immediate results. Their target **cost per lead (CPL)** decreased by 52% in a matter of weeks and they got 90% more leads. They continue to see more improvement.

How We Did It:

- ABM Experimentation
- LinkedIn Audience Expansion
- Facebook Lead Ads
- Video/Animation Ad Testing
- Multi-CTA Testing



"The people at KlientBoost are very knowledgeable and helpful, and the results from our partnership were great. We hired them to help us with social media marketing, and based the success of the partnership on a target cost per lead. Within a few weeks, they helped us optimize our social media marketing strategy, and they surpassed the goals we had set rather quickly."

Tommy Muzzy – Marketing Communications Coordinator | Mavenlink

The Results

↑ **90%**
Increase in Conversions

↓ **52%**
Decrease in CPA

↑ **150%**
Increase in CTR