

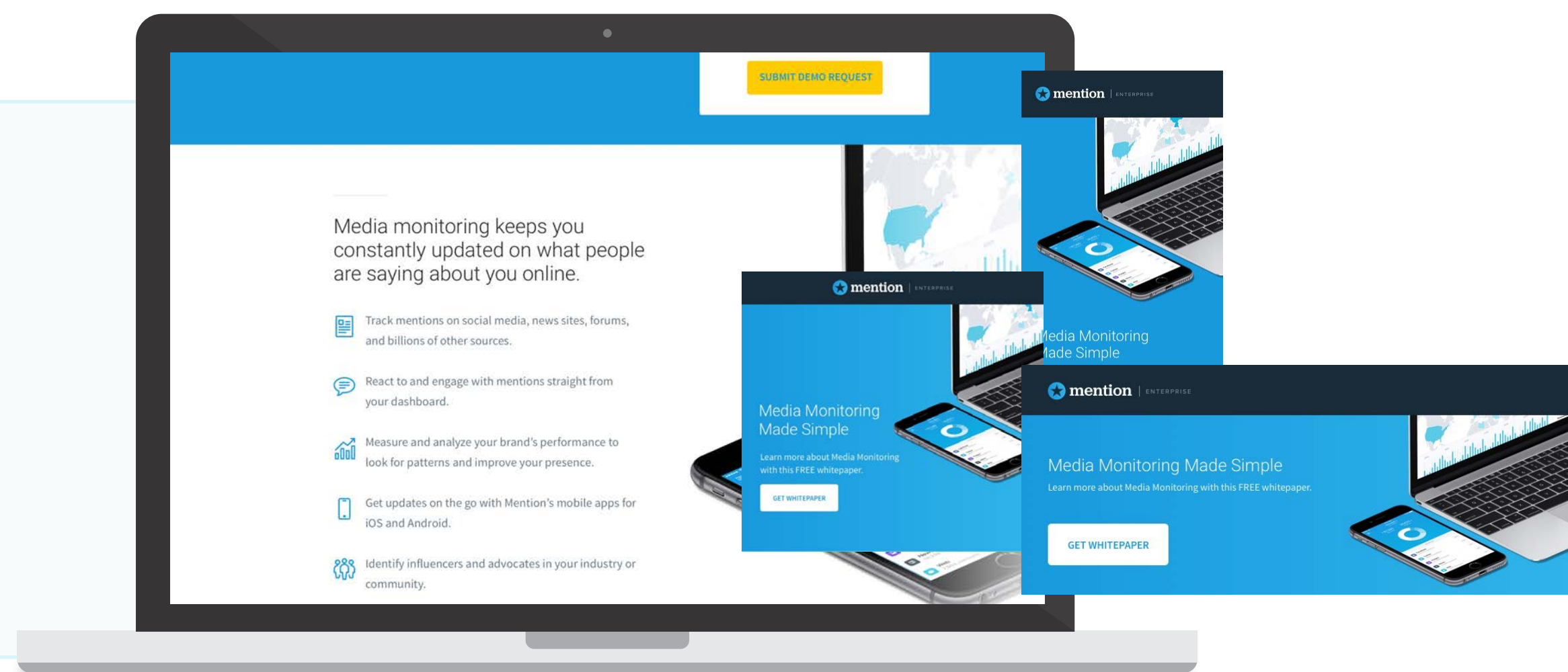
Mention Triples Their Conversions While Knocking Down Their CPA by 51%

Mention is a leading social media monitoring and tracking tool. Used by 500,000+ companies, Mention gives you keyword-based alerts about your brand or your competitors, in real-time, allowing you to never miss a conversion about what is important to you.

Mention was doing all of their PPC in-house, but was having trouble scaling in a growing & competitive industry. Costs were going up and conversions were staying relatively flat. After a few months of working with KlientBoost, conversions had increased by over 300% and the CPA has been cut in half.

How We Did It:

- Custom Built Landing Pages
- Iceberg Effect
- AdWords Remarketing
- B2B SaaS PPC Review Sites



The Results

↑ **343%**
Increase of Conversions

↑ **74%**
Increase in Conversion Rate

↓ **51%**
Decrease in Cost per Acquisition

↓ **15%**
Decrease in Cost per Click

“We started off having success by running our PPC campaigns ourselves. However, our keywords became increasingly competitive and we were struggling to improve our lead-gen efforts. The KlientBoost team helped swing the needle in our favor. Despite the increased costs, we were not only able to increase our conversions, but also get our CPA back down to a level we hadn’t seen since before we first started.”



Matthieu Vaxelaire, CEO @ Mention