

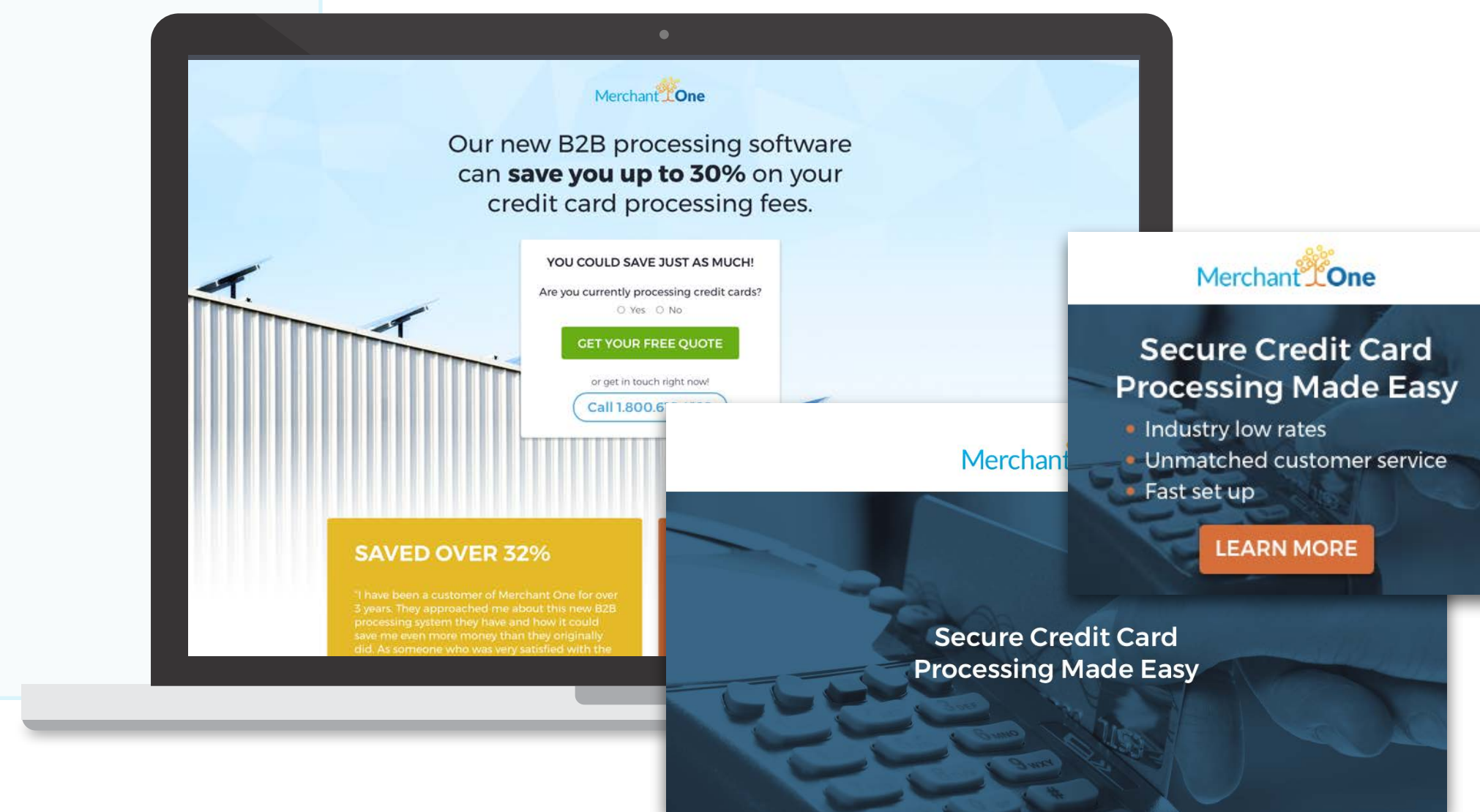
How Custom Landing Pages and SKAGs Helped Increase Merchant One's Quality of Leads

Merchant One is a direct processor that proudly serves over 100,000 merchants across the country. They handle everything in house, and they are available 24 hours a day 7 days a week. Merchant One provides the best-in-industry merchant services and solutions for an extremely diverse customer base.

Before working with KlientBoost, Merchant One was having trouble getting qualified leads for the sales team. Within the first month, conversions had increased by **130% month-over-month**.

HOW WE DID IT:

- Custom Landing Pages
- Iceberg Effect
- Single Keyword Ad Groups
- Increasing High Quality Traffic



The quality of leads has increase tremendously! So much so that one of my employees, who is tasked with selling back the bad leads they receive, told me 'Those marketers you hired must be good because I haven't had a bad lead to sell in almost 3 months.' We are very pleased with the results that KlientBoost has been able to get for us.

Joseph Saka, Director @Merchant One

The Results

↑ 130%
Increase in Conversion Volume

↓ 28%
Decrease in Cost per Acquisition

↑ 11%
Increase in Conversion Rate

↓ 21%
Decrease in Cost per Click