miEdge is an insurance lead generation database specifically designed to help sales teams engage with welfare, property & casualty, and other insurance-related communities.

Prior to working with KlientBoost they were working at a high capacity — while they were generating conversions in the double digits they were functioning at a CPA in the triple digits. By optimizing their Google Ads structure and expanding their advertising campaigns to social platforms, KlientBoost was able to increase miEdge’s lead volume while decreasing their CPA, thus boosting their ROAS significantly.

“We were incredibly happy with how KlientBoost was able to decrease our CPA, it freed up a lot of ad spend so we could expand our advertising strategies. Their management of our social campaigns on Facebook has really boosted our lead volume. It’s great to see such promising results from expanding our strategies.”

Mary Weiss - Chief Marketing Officer | miEdge