

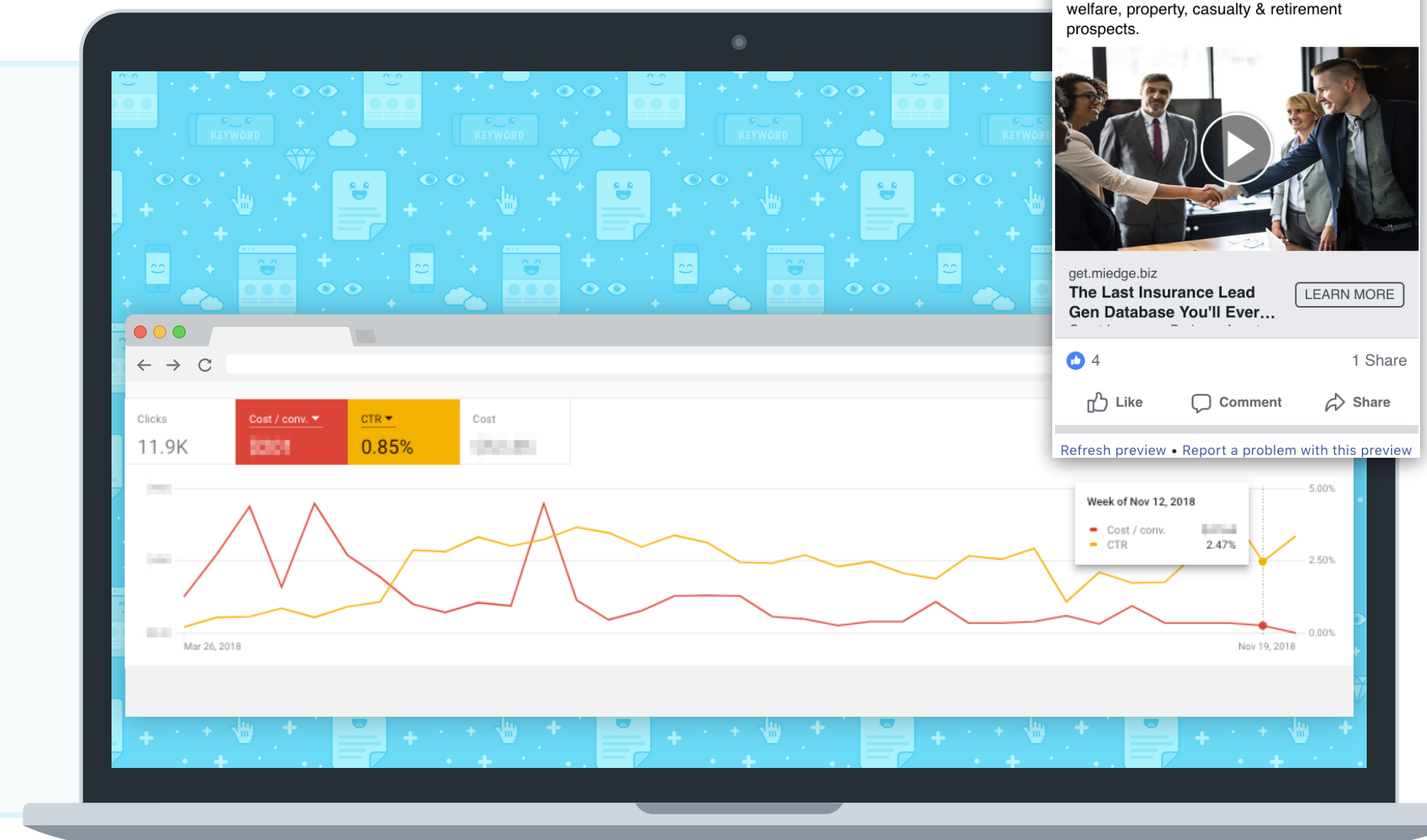
# miEdge Decreases CPA While Increasing Lead Volume With Strategy Expansion

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.

## How We Did It:

- Optimized Google Ads with SKAGs
- Broadened Paid Advertising Through Social Media
- Optimized Social Campaigns on Facebook
- Optimized Social Campaigns on LinkedIn



## The Results

↓ **77%**  
Decrease in Google Ads CPA

↑ **40%**  
Increase in Facebook Lead Volume

↓ **86%**  
Decrease in Facebook CPA



*"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