

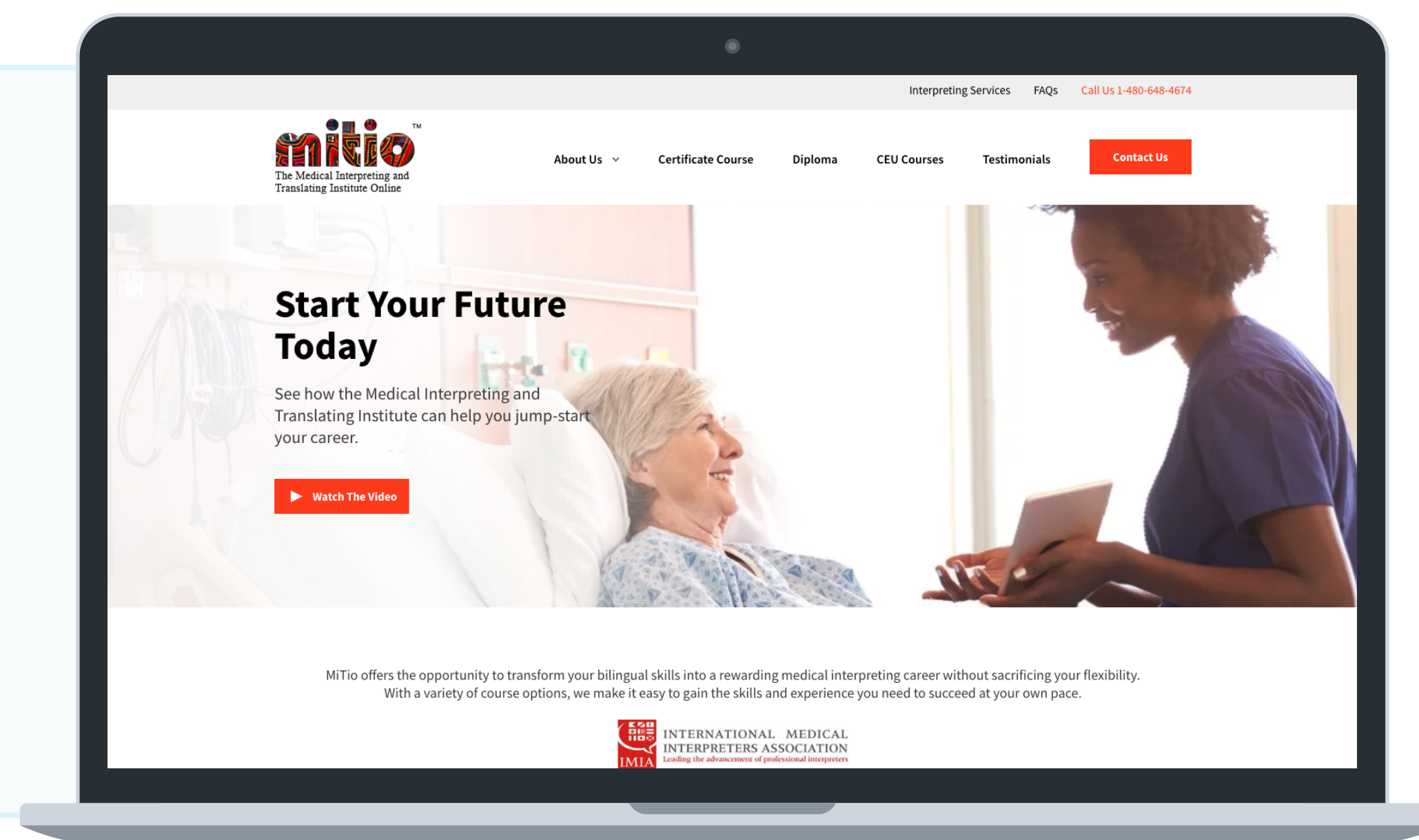
MiTio Cuts CPA & Boosts Conversions With Refined PPC Campaigns

Being a leader in Medical Interpreting Services, MiTiO sought the help of KlientBoost to improve the performance of acquisition efforts.

After two months of working together, KlientBoost was able to **reduce MiTiO's Cost Per Lead by 63% all the while increasing their conversion volume by 221%**. After expanding to other platforms and implementing targeted landing pages, those numbers are expected to grow even more Year over Year.

How We Did It:

- Single Keyword Ad Groups
- Different Match Types
- Universal Negatives
- Ad Copy Variations



The Results

↓ **63%**
Decrease in Cost Per Conversion

↑ **221%**
Increase in Conversions Volume

↑ **10%**
Increase in Conversion Rate



"We were originally hesitant on whether Klientboost was going to pan out for us due to the fee being higher compared to other agencies we had seen in the past, but we knew this had to be done if we wanted to take the next step to be ahead of our competitors. After the first month, we were able to see the results improve instantly. We're now getting ready to add landing pages, which gets us really excited because this should improve our overall conversion rates!"

Donnie Lee Jr - Director of Marketing | MiTiO