

MortgagePal Increased Their Conversion Volume by 183% with the Help from KlientBoost.

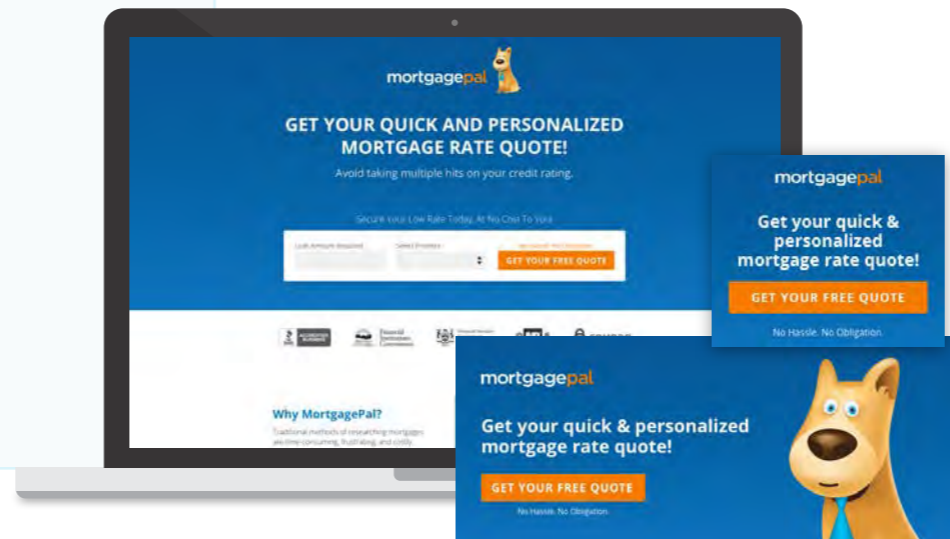


MortgagePal is Canada's most credible mortgage lender. They've been servicing the British Columbia area since 2011.

Before working with KlientBoost, PPC presence was absent. They needed an agency that could get them quality results. After the first 3 months of working together, **the number of conversions increased by 183%** all while simultaneously remaining under the goal CPA.

How We Did It:

- Google AdWords
- Single Keyword Ad Groups
- Custom Landing Pages
- Iceberg Effect
- Device/Location Bids



The Results

↑ **39%**
Increase in Search Impression Share

↓ **58%**
Decrease in Cost per Acquisition

↑ **183%**
Increase in Conversion Volume

↑ **54%**
Increase in Click-Through Rate



"We started our partnership with KlientBoost believing we could get solid results; however, the results we've seen have been amazing. We're excited to see where this partnership takes us as we continue to expand to other platforms."

Jason Henneberry, Founder @ MortgagePal