

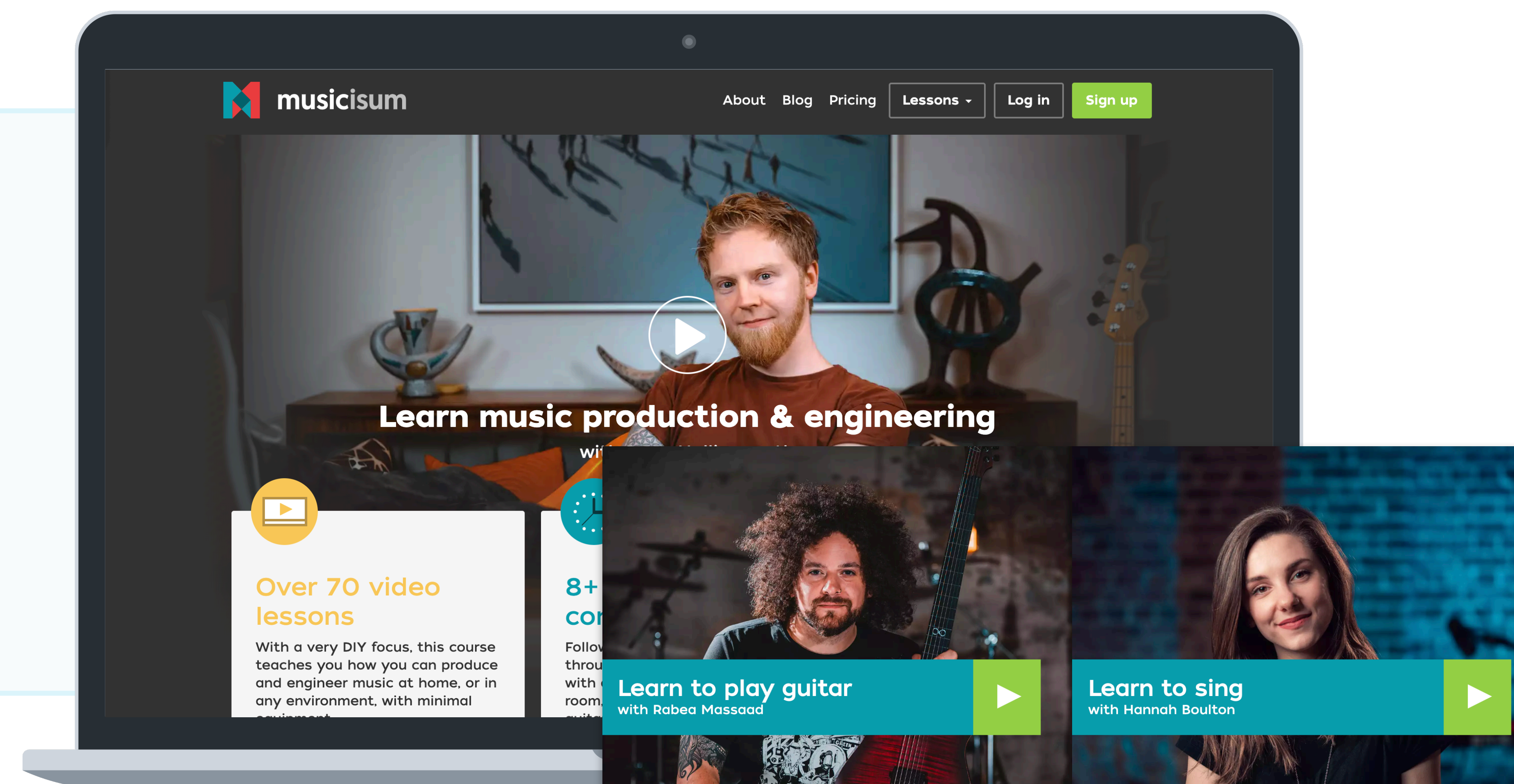
Musicisum Sings Praises After 33% Increase In Course Purchases And 60% Boost In Account Creations

Musicisum provides online lessons for learning guitar, singing, music production, and more to create a simple learning experience that users can follow at their own pace.

Musicisum came to KlientBoost with little experience in Google Advertising. They were looking for growth across their entire digital presence and especially wanted to increase the conversions their paid campaigns were generating. KlientBoost has been able to **increase purchases for their paid guitar course by 33%** and **increase paid account creations by a whopping 60%**.

How We Did It:

- Implemented Single Keyword Ad Groups
- Campaign Segmentation by Service
- YouTube Channel Targeting
- Google Analytics Topic/Interest Selection



The Results



33%

Increase in Course Purchases



60%

Increase in Account Creations



233%

Increase in Conversions Started



"KlientBoost has been a great marketing partner. Their thorough communication, industry insight and proven strategies give us confidence in the paid search strategies that they have already implemented on our account."

Dan Davies - Co-Founder | Musicisum