

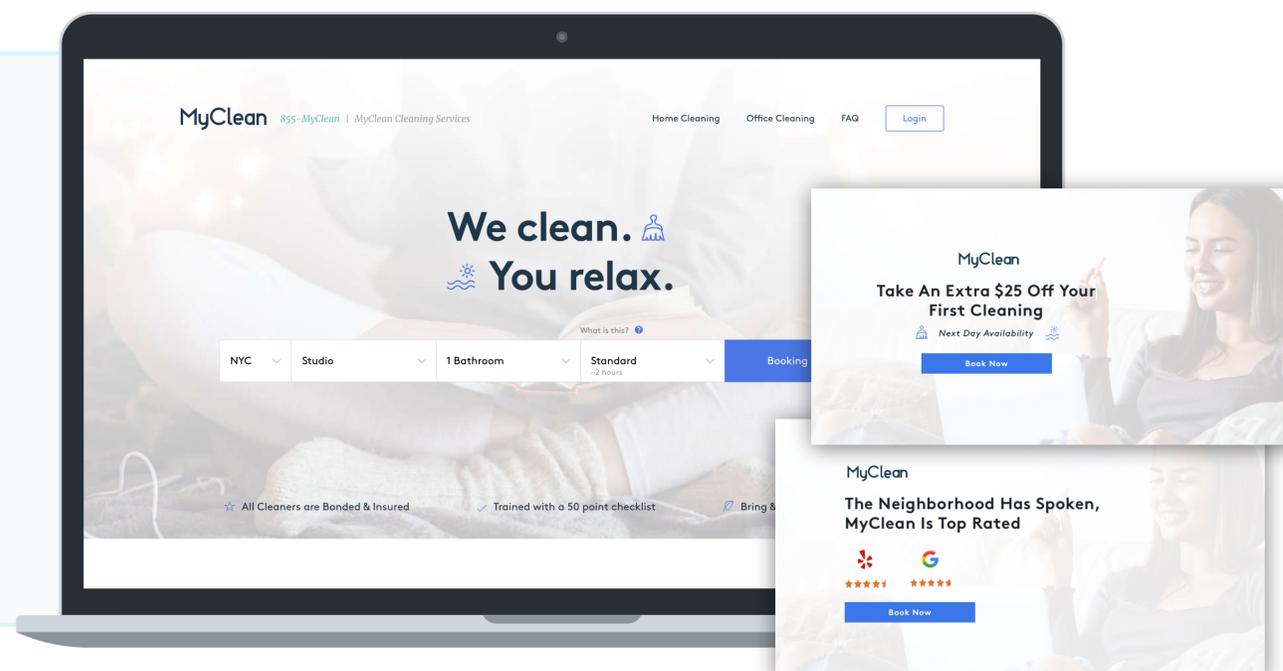
Persistent Testing/Optimization Leads MyClean To Its Best Historic Month Ever

MyClean is a professional cleaning service priding themselves in the quality of their work and their customizable cleaning services.

After working with KlientBoost, MyClean has seen more bookings than the historical best performing month of their account. They have **overshot every goal established in regards to conversions, conversion rate, and cost-per-acquisition**, and have generated the most bookings ever in the city of Chicago. Through continued account optimization and CRO, their performance continues to improve.

How We Did It:

- Single Keyword Ad Groups
- Split Testing Discounts In Ad Copy
- Facebook Remarketing
- Split Testing Landing Pages



The Results

↑ **25%**
Increase in Bookings
*more than best month prior

↑ **31%**
Increase in Conversions - More than Goal

↓ **20%**
Decrease in CPA - More than Goal

↑ **45%**
Generated Business From Google Ads
*more than any other channel



“We originally signed with KlientBoost expecting some trial and error regarding the setup of any paid advertising campaign. However, we didn’t expect to be so happy with the results once they started to flow in. They really managed to exceed expectations with enough testing and effort as they grew all of our campaigns to outperform our established goals and take us into our best performing month ever. We’ve really grown to appreciate their persistence and team oriented communication and optimization.”

Derrick Schich - Chief Product & Marketing Officer | MyClean