

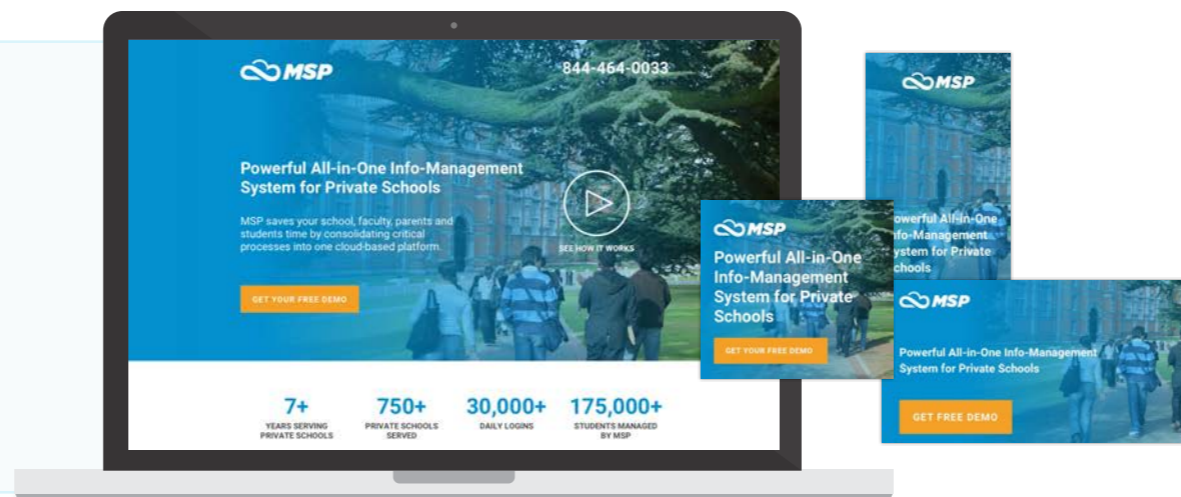
# MyStudentsProgress Scales Search & Display To Profitable Heights

MyStudentsProgress, Inc (MSP) is a leader in private school information management software. Their powerful all-in-one system is utilized by hundreds of private schools and hundreds of thousands of students across the US.

Before working with KlientBoost, MSP didn't have the time or marketing resources to focus on PPC lead acquisition in house. Costs were high and leads were slow. Within two months of working together, AdWords leads more than quadrupled while lowering the cost-per-lead by more than half.

## How We Did It:

- Google AdWords
- Single-Keyword Ad Groups
- Iceberg Effect Focused
- Micro-conversions
- Heatmap Analysis
- Custom Landing Pages



"Before KlientBoost, I was having to manage AdWords myself in-house. As the VP of Sales, this was taking time away from managing my sales team and closing deals. I felt like we had hit a wall and needed someone with experience to help us efficiently and effectively manage our PPC efforts. After just two short months, the KB team has completely transformed our PPC strategy. Our costs are down and leads are up! I am now able to focus my efforts on doing what I do best, and that is close deals. I would highly recommend the KB team to anyone who needs help with PPC."



Philip Battistella, VP of Sales @ MyStudentProgress

## The Results

↑ **190%**  
Increase in Conversion Rate

↓ **56%**  
Decrease in Cost per Conversion

↑ **475%**  
Increase in Conversion Volume

↑ **88%**  
Increase in Click-Through-Rate

↑ **43%**  
Increase in Time on Site