

Newton Software Lowers Ad Spend By 46% While Improving Lead Flow 97% And Increasing Landing Page Conversions

Newton Software's best-of-breed recruiting software offers recruiters a modern solution for tracking applicants and allows recruiters to improve internal efforts for small- and medium-sized businesses.

Before coming to KlientBoost, Newton Software was sitting on a goldmine of untapped potential. With a little help from KlientBoost to rearrange their accounts and leverage new bidding strategies, the company was able to benefit from higher landing page conversions, a **46% lower CPL** and a **97% increase in higher quality leads**.

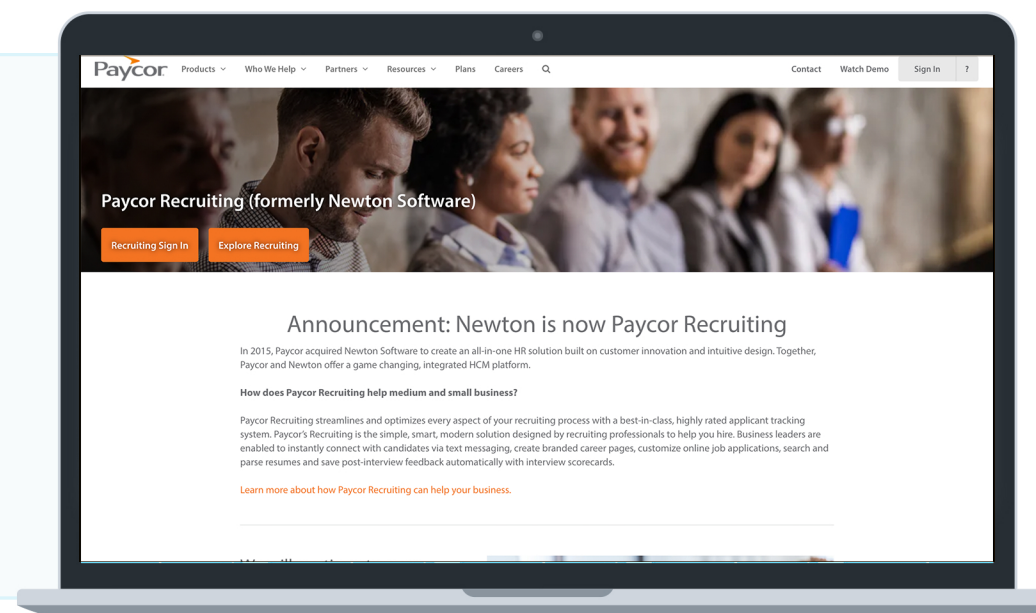
The Results

↑ **97%**
Increase in Lead Quality

↓ **46%**
Decrease in Conversions

How We Did It:

- Single Keyword Ad Groups (SKAGs)
- Landing Page Optimization
- Offer/CTA Testing
- Multiple Ad Platform Testing



"KlientBoost was awesome to work with...they work REALLY fast. They rearranged our account to be more efficient, leveraged different bidding strategies, and overall improved our efforts. We lowered our ad spend while improving our lead flow and quality. Highly recommended"

Tyler Holmes – Senior Director of Digital Marketing | Newton Software