

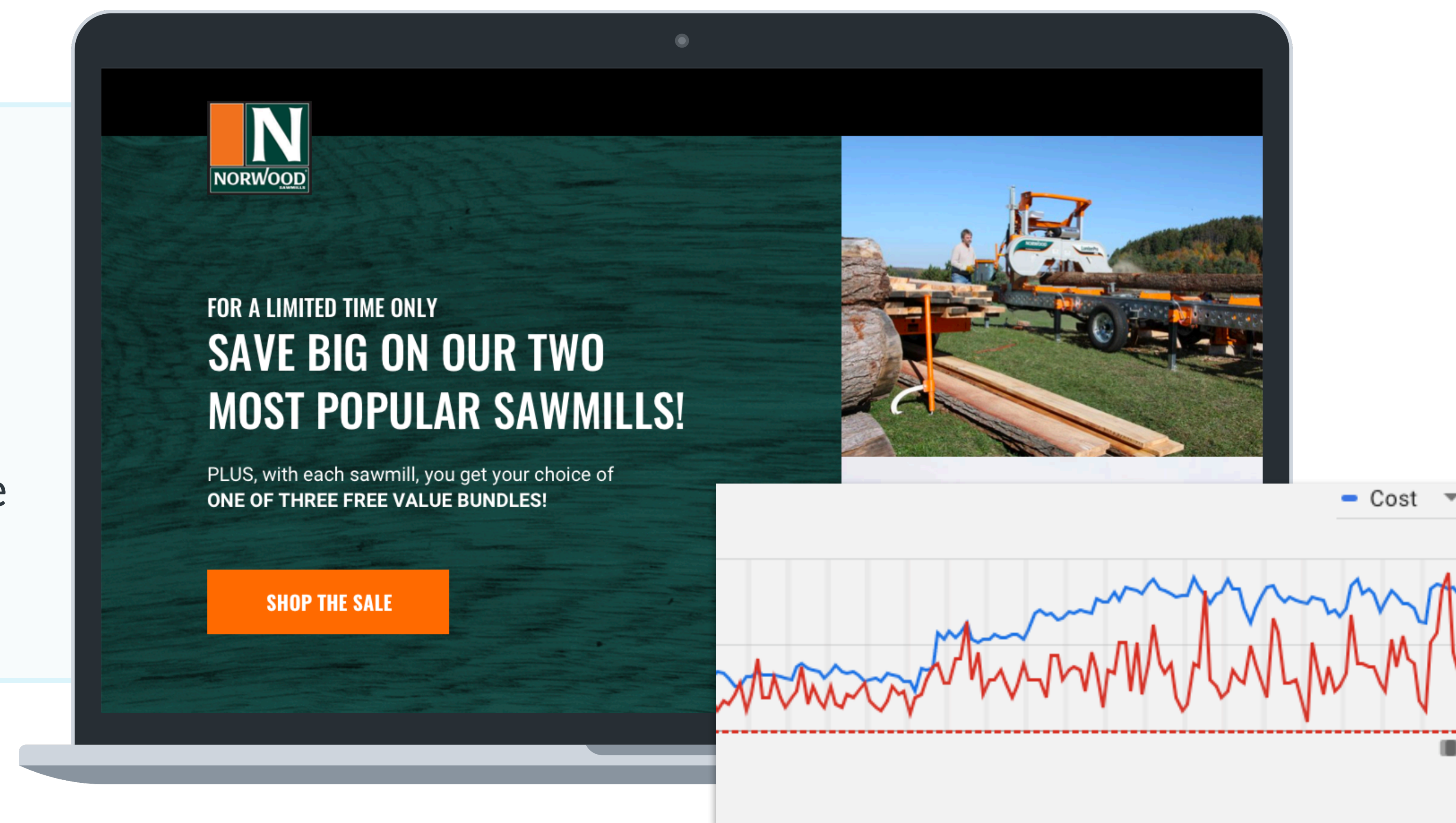
# How Norwood Sawmills More Than Doubled Conversions While Cutting CPA In Half Using Geotargeting and SKAGs

No other company has more portable sawmill patents than Norwood – period. And every Norwood is quality-built in the USA & Canada. They're designed, and built, to mill millions of board feet reliably and smoothly. Dollar for dollar, you won't find any portable sawmill that's more productive, or easy-to-use, than a Norwood.

Prior to starting with KlientBoost, Norwood Sawmills struggled to gain traction for each of their locations with PPC. Through geo-targeting SKAG structures and creating and optimizing custom landing pages for their target audience, we were able to **increase conversions by 150% while dropping CPA by 50%**.

## How We Did It:

- Geotargeting In SKAG Structure
- Created Merchant Center
- Built Shopping Campaigns In SKAG Structure
- Translated Landing Pages In 6 Languages



## The Results

↑ **150%**  
Increase in Conversions

↑ **70%**  
Increase in Conversion Rate

↓ **50%**  
Decrease in Cost per Acquisition



*"KlientBoost has been the marketing partner to help us really push the needle with PPC. Within two months, we already started to see great results and they have been keen on providing us with the best strategy for our goals we've set. I would recommend KlientBoost to anyone who is looking for a strategic marketing partner who is always focused on improving your core KPIs"*

**Laura Kiley** - Social Media & Digital Marketing Manager | Norwood Sawmills