

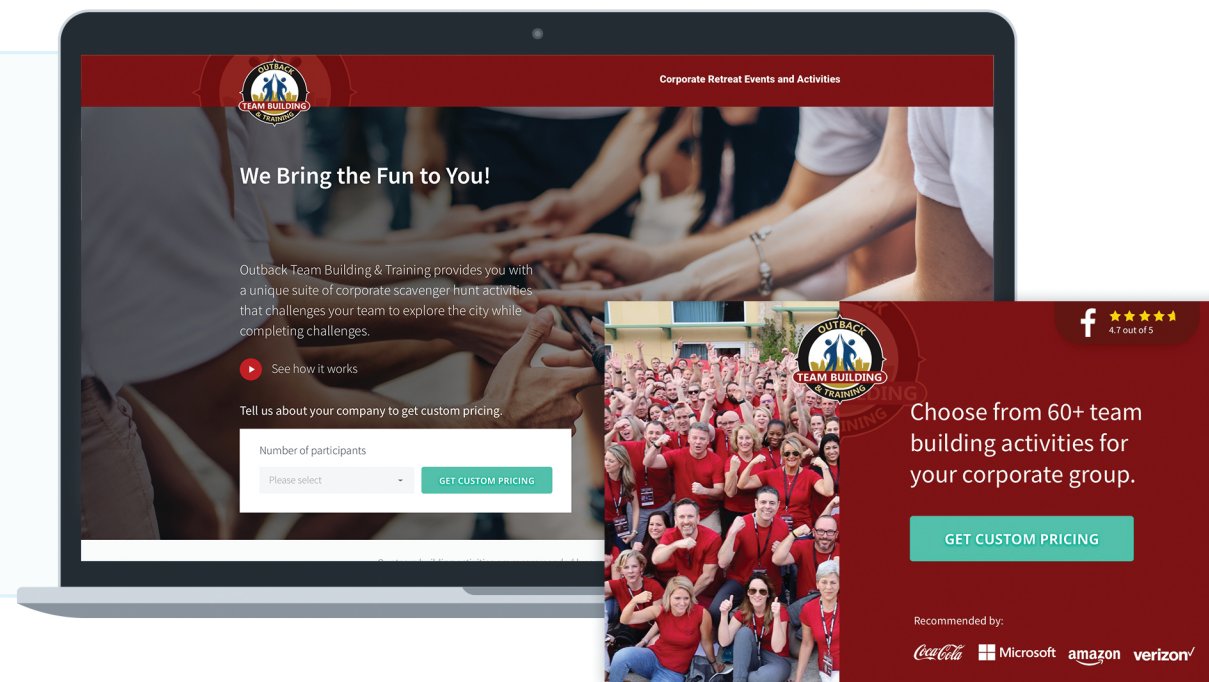
Outback Team Building and Training Uses New Bidding Strategies To Lift Conversions 19%, Lower CPA 14%

Outback Team Building and Training has worked with over 14,000 corporate groups across the US to make the most of the team building activities with indoor and outdoor activities, training and development programs, as well as coaching and consulting services.

When the time came for Outback Team Building and Training to find a partner to scale their advertising and marketing efforts, they spoke with KlientBoost. Once their project was mapped out and results started rolling in, they experienced a double-digit increase in conversions of 19%, reduced their CPA by 14%, and generated 11% higher click-throughs.

How We Did It:

- Single Keyword Ad Groups
- Target CPA Testing
- Bidding Strategy Optimization



The Results

↓ **14%**
Decrease in CPA

↑ **19%**
Increase in Conversions

↑ **11%**
Increase in CTR



"With KlientBoost, it felt like we were getting the value of 10 account managers for one. They are some of the best subject matter experts in the space and were able to refine our bidding strategies and use other techniques to lift conversions by 19%, lower our CPA 14%, and increase clicks another 11%."

Datis Mohsenipour – Director of Marketing | Outback Team Building and Training