

# How PASCO Achieved Record High Conversions While Dropping CPA

PASCO has award-winning, hands-on science tools and datalogging solutions to connect students directly to science and STEM concepts with classroom technology.

Prior to signing on with KlientBoost, PASCO was getting sales, but KlientBoost took it to new heights. By strategically setting up campaigns that made them more money and able to scale faster than anticipated. Overall, they saw over a **4,357% increase in conversions** while seeing a **97% decrease in CPA**.

## How We Did It:

- Branded Campaign
- Dynamic Search Ads Campaign
- Granular Keyword Analysis And Modifications
- Single Keyword Ad Groups



## The Results

↑ **4,357%**  
Increase in Conversions

↑ **1,714%**  
Increase in Revenue

↑ **1,725%**  
Increase in ROAS

↓ **97%**  
Decrease in Cost per Acquisition



“KlientBoost went above and beyond our expectations. Not only did they exceed our goals, but they kept us in the loop with all of the strategies they were implementing so we were never left in the dark. If you have a chance to work with them, do it.

**Chris Sloane** - Digital Marketing Manager | PASCO