

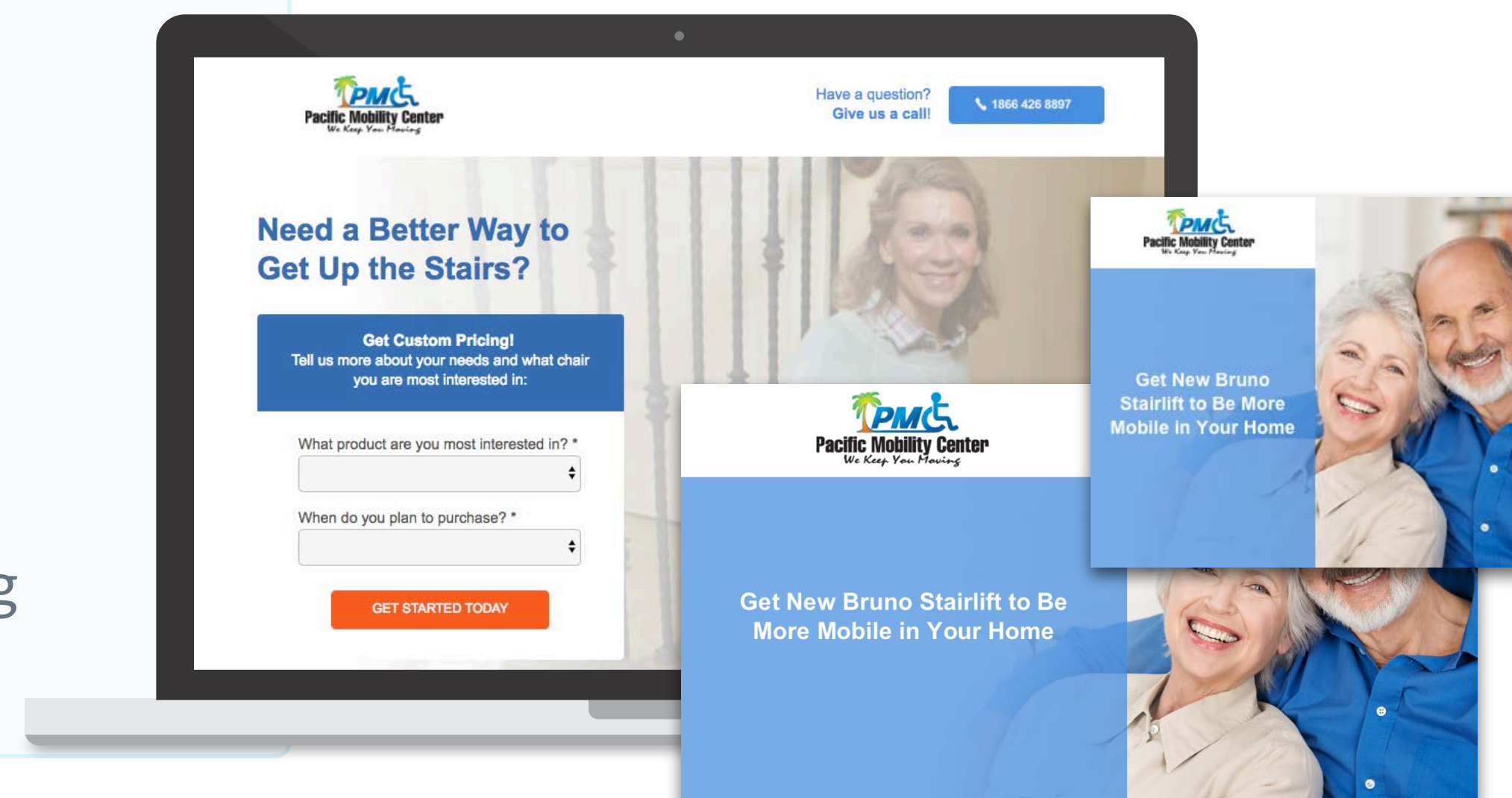
# How Pacific Mobility Center More Than Doubled Their Conversion Rate

Pacific Mobility Center provides the highest quality home care and accessibility products (custom stairlift solutions, vehicle lifts, porch lifts, electric door openers, and so much more).

After implementing our general optimization practices for an industry like PMC's, we were looking to improve by scaling them onto additional PPC channels. PMC trusted us with double their PPC budget, and we **dramatically cut their cost per acquisition, more than doubled their conversion rate, and increased their conversion volume by 128%**.

## HOW WE DID IT:

- Utilized Single Keyword Ad Groups
- Implemented Multi-Step Landing Pages
- Added Adroll Remarketing Ads
- Added Yahoo! Gemini, Facebook, and Bing



## The Results

**↑ 240%**  
Increase in Conversion Rate

**↓ 28%**  
Decrease in Cost Per Acquisition

**↑ 128%**  
Increase in Conversion Volume



“Our dedicated KlientBoost team has been instrumental in shaping our PPC campaigns. They’re always testing and looking for improvements, and since they keep finding optimizations, we’re able to increase our goals and most importantly we’re growing because of that.”

**Chris Conner** Vice President @Pacific Mobility Center