

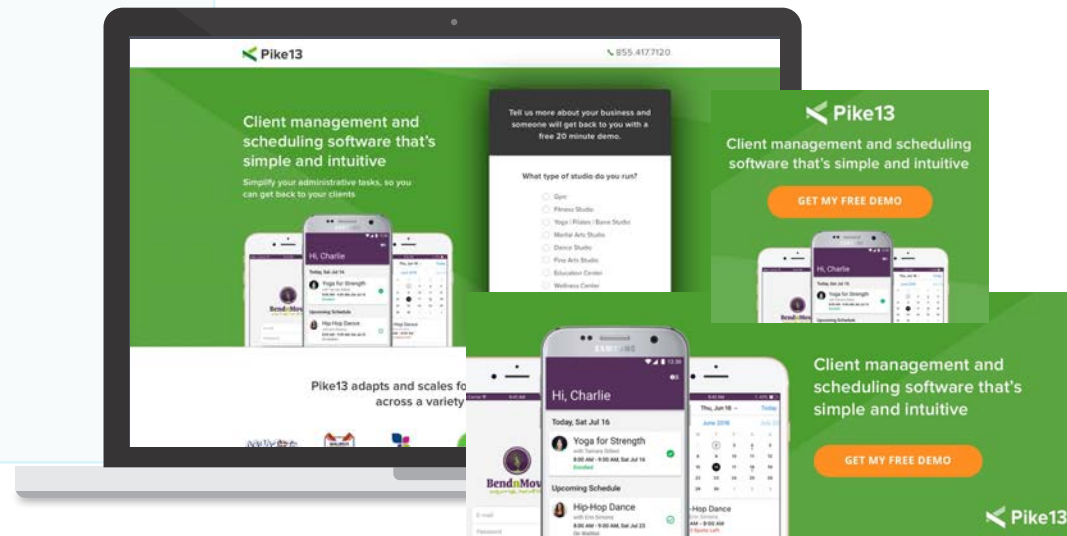
# How Pike13 Improved Their Conversion Rate By 143% In Just 3 Months

Thousands of gyms, studios, and schools use Pike13 (formerly Front Desk) to grow their business. Pike13 offers client management and scheduling software for gyms and fitness studios.

Within three months of working together, we were able to **improve their conversion rates and cost per conversion on AdWords for three consecutive months**. We were able to achieve this by creating structuring search campaigns around upper funnel and lower funnel goals, and expanding our reach with display remarketing, YouTube remarketing, and Facebook audiences for both new audiences and remarketing.

## How We Did It:

- Breadcrumb Technique
- Single-Keyword Ad Groups
- Goal-Segmented Campaigns
- Remarketing Funnels



“Reese and the KlientBoost team were easy to work with, responsive to our requests, and brought some good ideas to the table. They also made sure that all of our ads and landing pages were duplicated and ready to cut-over when we changed our name, helping ensure a smooth rebrand process over all our paid channels.”

**Bill Kramer, VP of Product & Marketing | Pike13**

## The Results

↑ **143%**  
Increase in Conversion Rate

↓ **41%**  
Decrease in Cost per Conversion

↑ **70%**  
Increase in Conversions

↑ **105%**  
Increase in Month-Over-Month  
Facebook Leads