

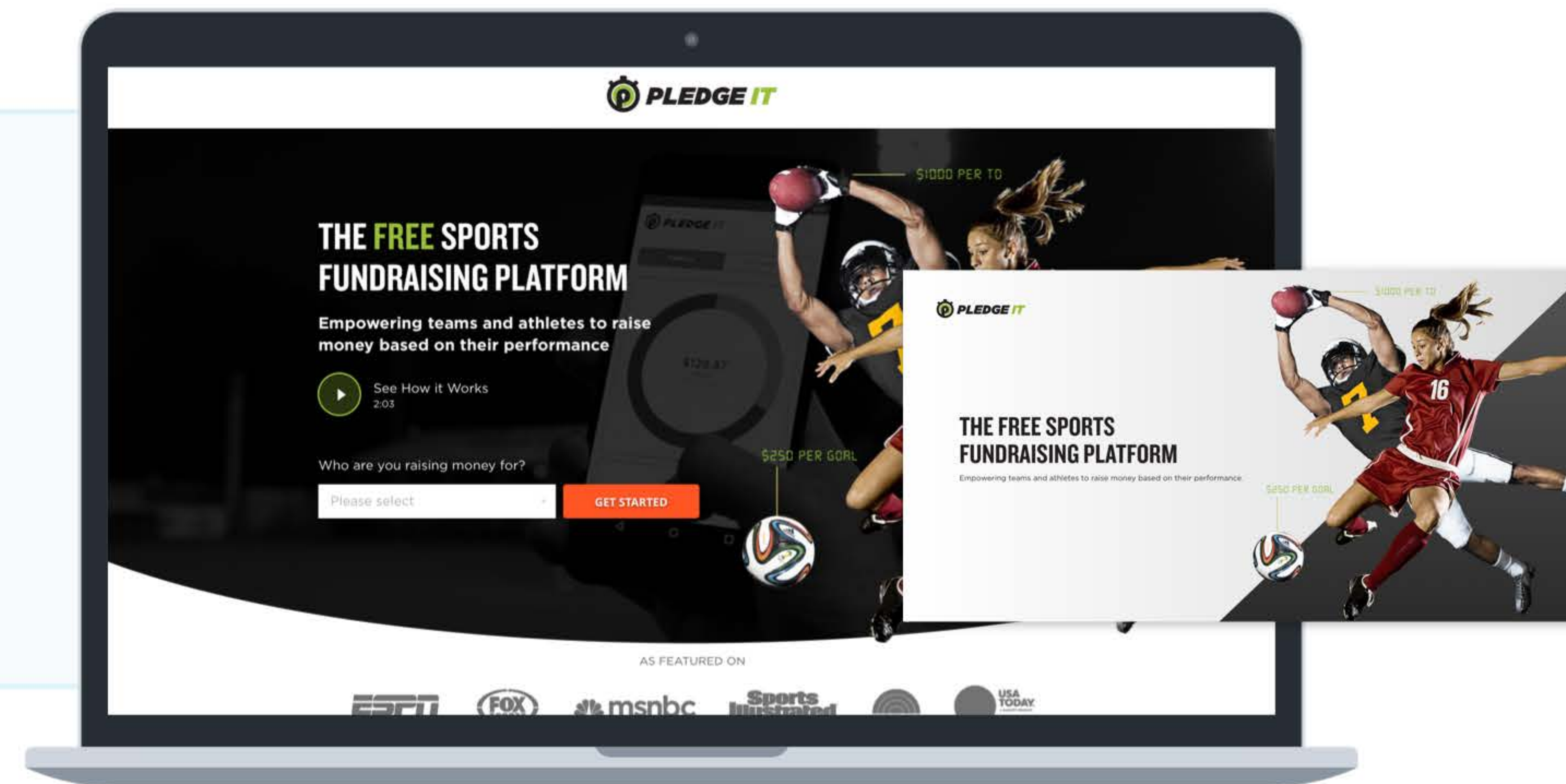
# Pledge It Shoots Out Of The Starting Blocks By Hitting Goals With 1/3 Budget

Pledge It is a customizable, mobile-friendly platform built to empower athletes and help them raise money for their team or charity through their game day performance.

As a startup, Pledge It was looking to generate initial traction and find coaches/parents who were interested in fundraising. This made KlientBoost's job split between demand generation and lead generation and, having **saved 70% of Pledgeit's budget, KB still hit their goals.**

## How We Did It:

- Started Accounts From Scratch
- Intensive Keyword/Audience Research
- Google & FB Ads For Fundraiser Signups
- Landing Page CRO



## The Results



**100**

New Leads Generated in First Month



**10%**

Increase in Conversion Rate  
\*month-over-month

**70%**

Budget Saved



*"This is exactly what we wanted, we've never been busier! We were hesitant about getting into the paid advertising space because we didn't want to end up spending a lot on clicks without actually getting any more leads or revenue. The KB Team has been on their game since day one about keeping our campaigns focused on our goals and driving revenue, not just clicks."*

**Dave Costlow** - VP of Marketing and Product, Pledge It