

PodcastPress Reduces CPA & Spikes Conversion Rates With Polished PPC Campaigns

PodcastPress is a leader in the industry of Podcast Editing Software. They were not new to paid advertising but, regardless, signed with KlientBoost in order to refine their campaigns and optimize their account to the fullest.

After only 2 months of working together, KlientBoost increased PodcastPress's conversion volume by 533%. With a promising start, this partnership has a lot of room to grow with expanding campaigns and even more revenue to be generated. By expanding KlientBoost's expertise throughout the rest of their digital advertising efforts, PodcastPress has high hopes for the future.

The Results

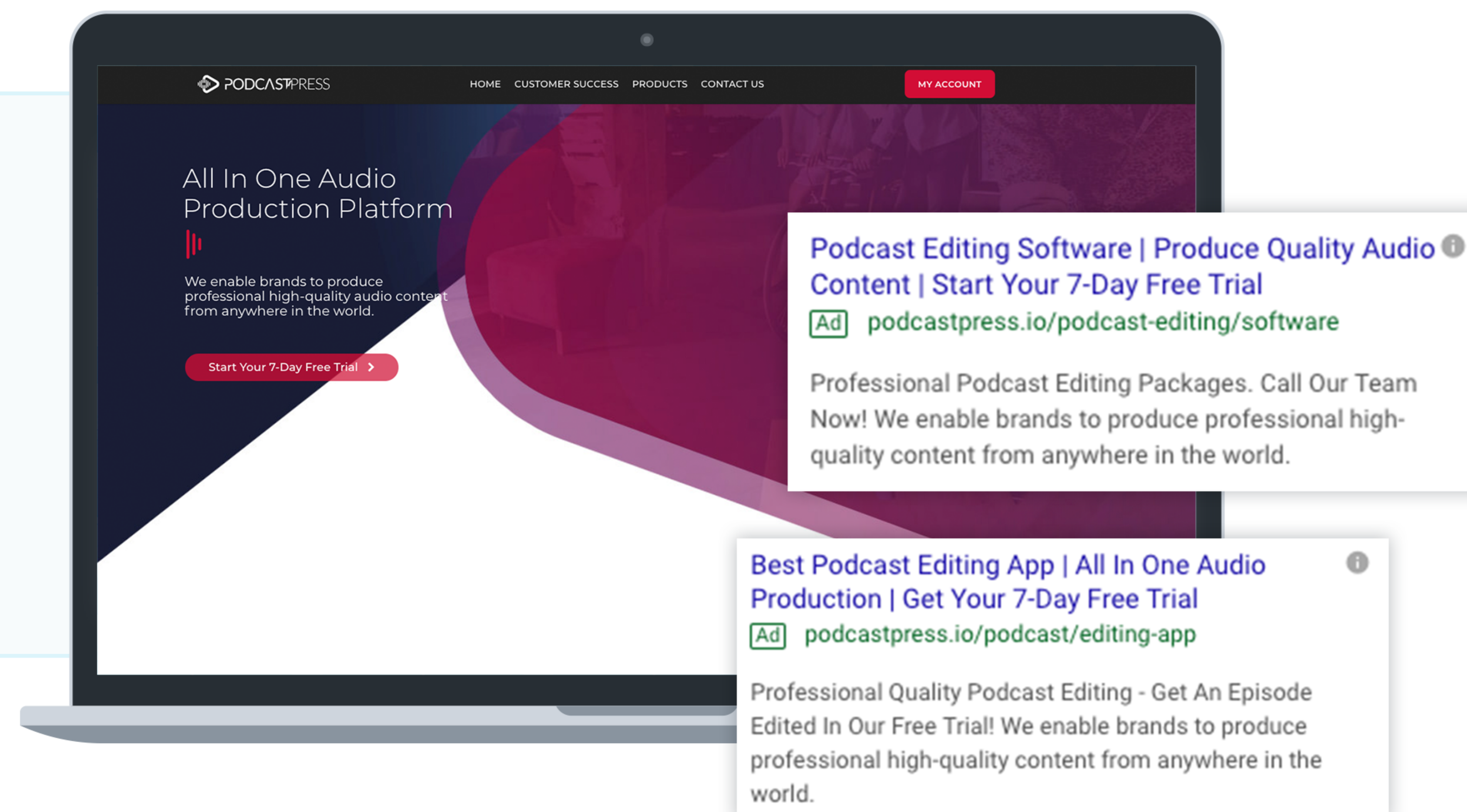
↑ **533%**
Increase in Conversion Volume

↑ **238%**
Improvement in Conversion Rate

↓ **72%**
Decrease in Cost per Acquisition

How We Did It:

- Used Single Keyword Ad Groups
- Use Of Universal Negative Keywords
- Demographic Targeting
- Testing Ad Copy For Higher CTR



"My biggest concern was being able to get true sales from paid ads. With KlientBoost's expert opinion and proven strategies, we were able to create optimized campaigns which targeted a relevant audience which eventually leads to sales. Now that we've proven that sales can be generated from paid ads I'm looking forward to the progress that's sure to come!"

Gabriel Murillo - Founder | PodcastPress