

Podia Profitably Kick-Starts Their First PPC Advertising Efforts And Increases Landing Page Conversions By 75%



For those looking to turn their passion or expertise into a new source of income, Podia offers everything needed to set up memberships, create pro-quality online courses, engage audiences through webinars, and more.

Before working with KlientBoost, Podia wanted to advertise through PPC but didn't have the bandwidth to do it on their own or hire another full-time employee. KlientBoost's flat monthly pricing kept costs predictable. Landing page testing improved conversions 75% while setting up competitor-based search campaigns, Facebook lead campaigns, and more, helped Podia successfully turn a profit through PPC.

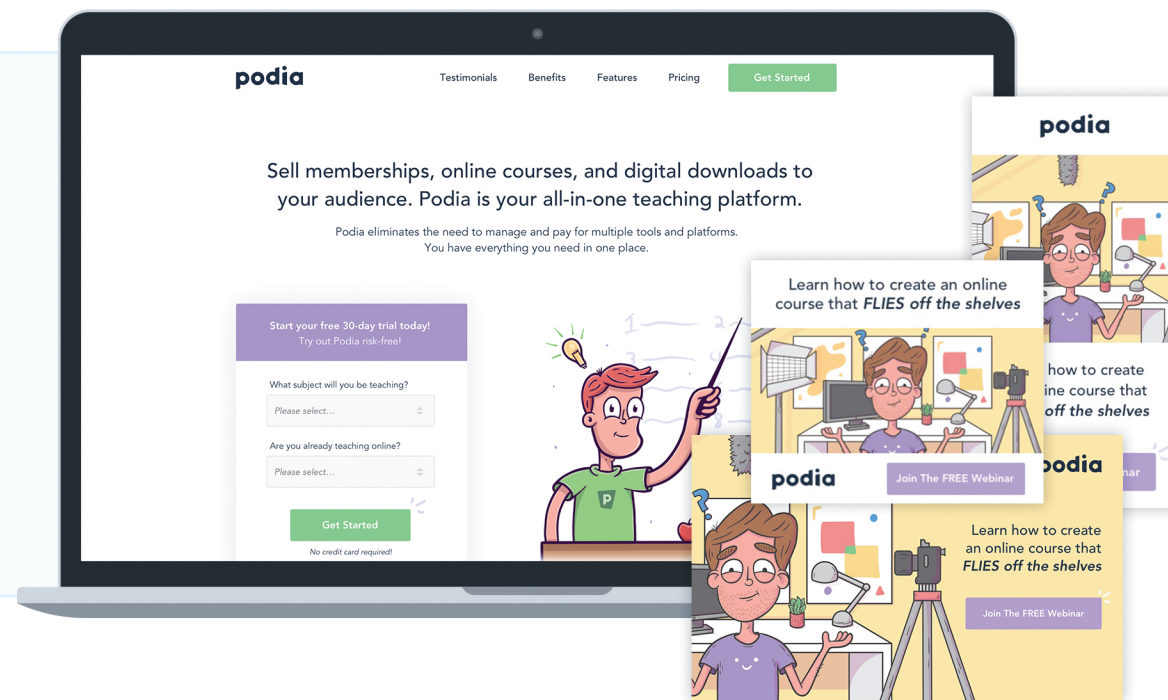
The Results

↑ **24%**
Increase in CPA Conversions

↓ **37%**
Decrease in CPA

How We Did It:

- Landing Page Optimization
- Facebook Lead Ad Testing
- Competitor Based Search Campaigns
- Single Keyword Ad Groups



"I've worked directly with 50+ agencies and consultants, and KlientBoost is among the best. Our SaaS company hired KB to help us get started with PPC advertising early last year. We didn't have the bandwidth or expertise to manage this effort in-house, and didn't want to commit to hiring a full-time employee just yet, so leaning on KlientBoost was a perfect solution. We learned a lot about which channels and messages were the true

Len Markidan – Chief Marketing Officer | Podia