

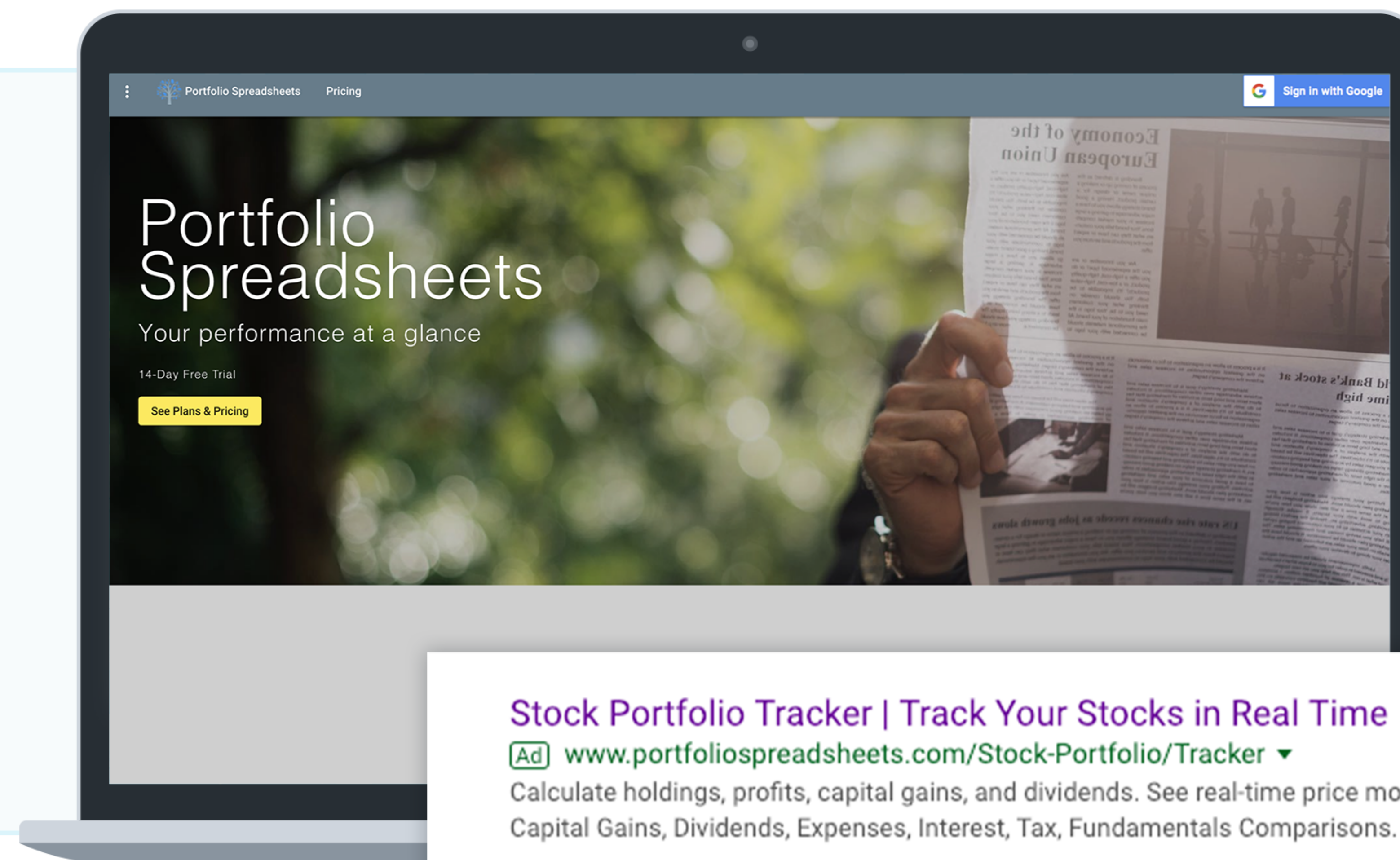
# Portfolio Spreadsheets Increases Conversions And Gains Valuable Insights With KlientBoost

As a new business in the financial industry, Portfolio Spreadsheets reached out to KlientBoost for assistance in PPC advertising in order to help grow awareness, authority, and leads for their brand.

Portfolio Spreadsheets didn't have any prior Google Ads data to begin with, but while working with KlientBoost, **the company was able to bring in 38 conversions in just 60 days.** Although it was a significant increase, some of these individuals didn't sign up for the product. Data discrepancies like these have provided vital insights into which direction to go moving forward.

## How We Did It:

- Used Single Keyword Ad Groups
- Universal Negative Keywords List
- A/B Testing Ad Copy
- High-Frequency Communication



## The Results

↓ **46.89%**  
Decrease in Cost Per Acquisition (CPA)

↑ **38**  
Conversions in First 60 Days

↑ **3X**  
Improvement in Conversion Rate



“One of the best things about KlientBoost was the manner of professionalism they exhibited in all of their communication with me. Additionally, they worked diligently to improve the campaign's overall performance. We were able to learn a lot about what direction to go moving forward.”

Paul Yu, CEO | Portfolio Spreadsheets