

Power Of Success Sees The Power Of PPC With Increased Impressions & Conversions

Power of Success prides itself on being the premier event/book/speaker management brands in the personal growth, management, and self-education space.

Focusing on Tony Robbins events (their big-ticket speaker), Power of Success was looking to grow initial awareness for some of their events as well as increase the urgency, engagement, and conversion rates of their existing campaigns. Since partnering with KlientBoost they've been able to **significantly boost impression share while managing to increase conversions and decrease costs!**

The Results

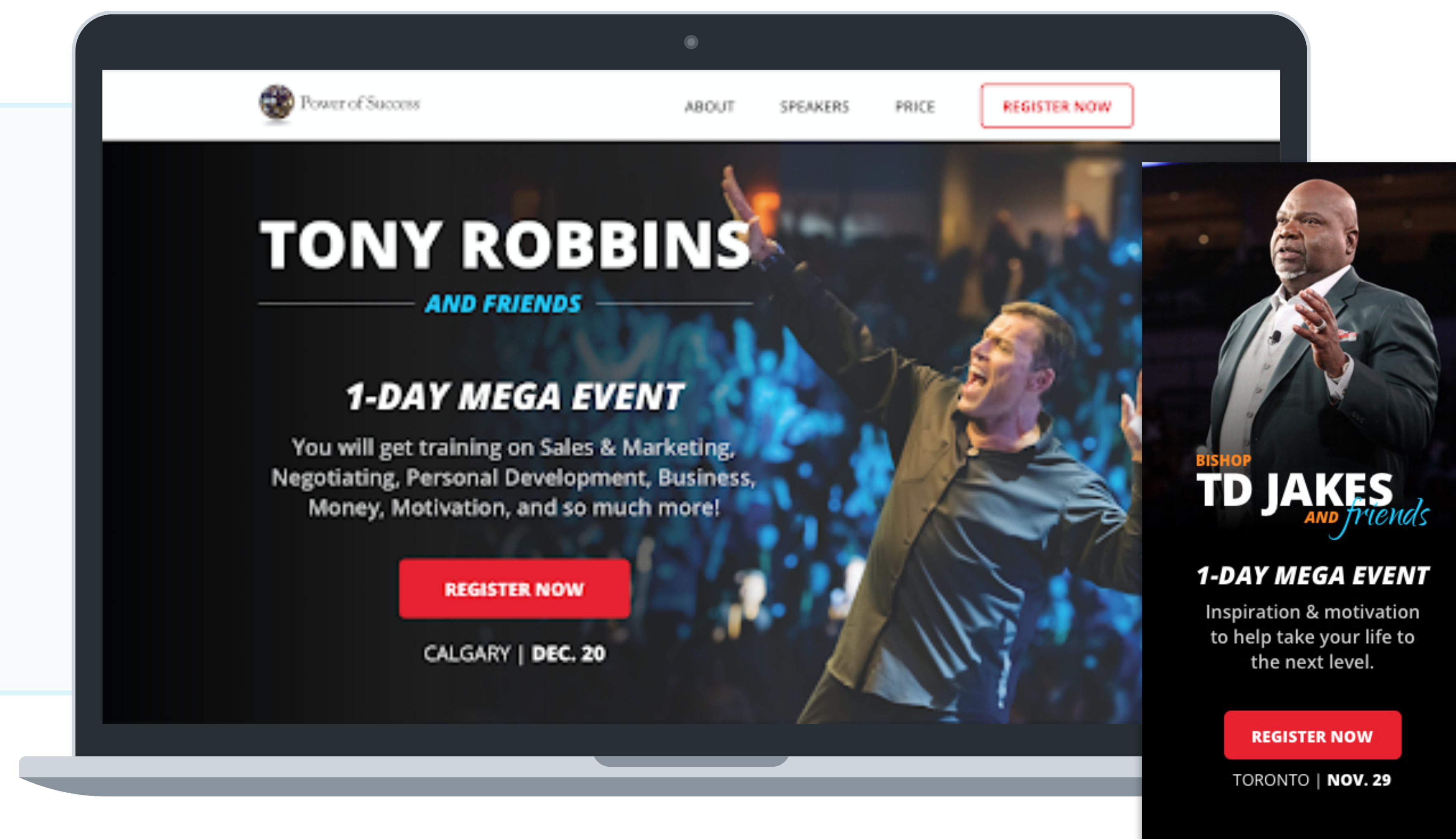
↑ **15%**
Increase in Conversion Volume

↑ **25%**
Increase in Impression Share

↓ **20%**
Decrease in Cost per Acquisition

How We Did It:

- Broad Match Keyword Targeting
- Single Keyword Ad Groups
- Layered Audiences For Research
- RLSA Campaigns



"KlientBoost has done an outstanding job not only managing our paid search campaigns but growing them as well. We were looking to grow our initial impression share and generate more brand awareness for our events. Now we are not only seeing a positive trendline when it comes to brand awareness but also when it comes to increased conversion rates. All while requiring less ad spend to do so."

Salim Khoja - President | Power of Success