

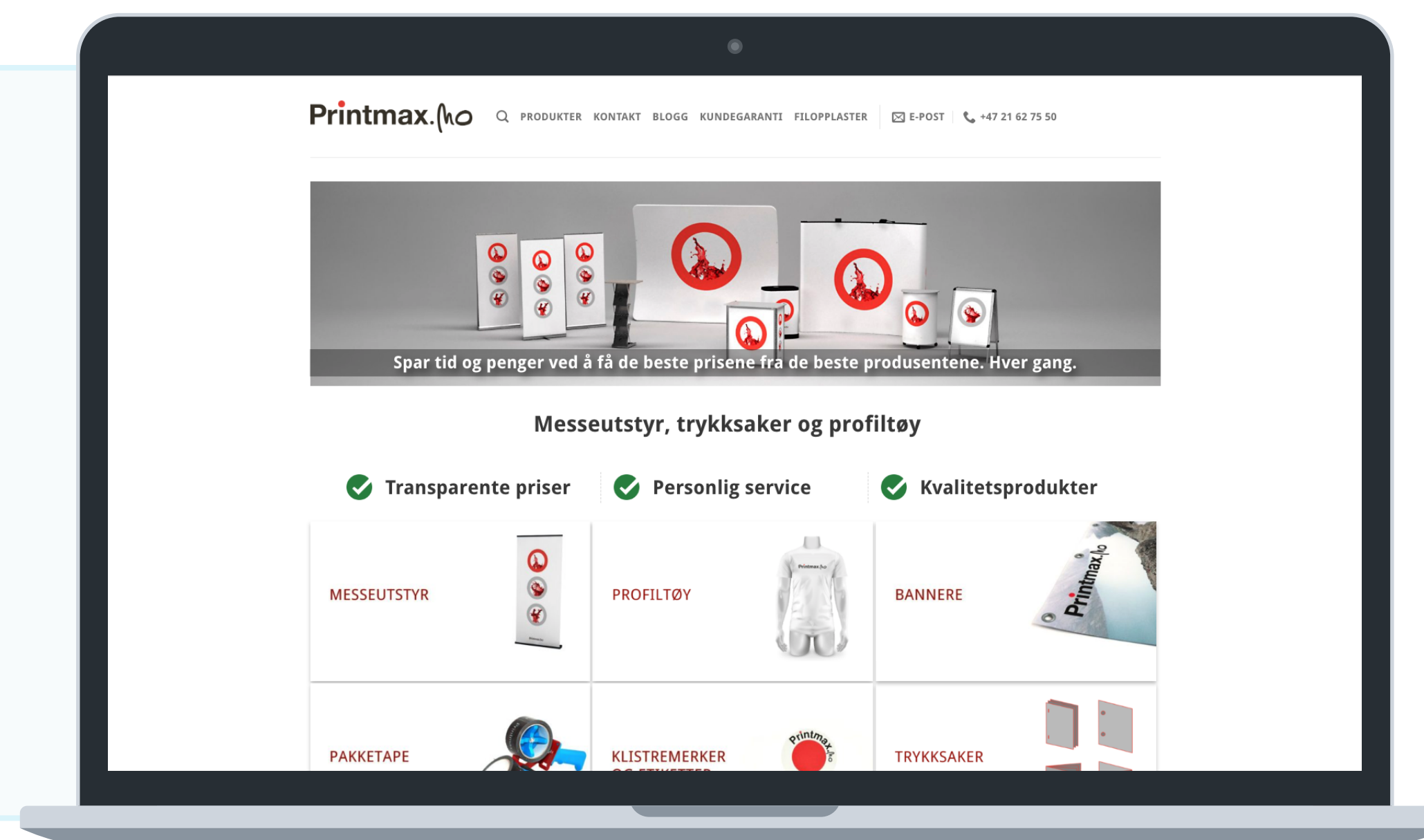
Printmax Reduces CPA By Huge Margins With Polished PPC Campaigns

A leader in print broking, Printmax was not a newcomer to paid advertising, but signed with Klientboost in order to reform their campaigns and optimize their account to the fullest.

After only 30 days of working together, KlientBoost decreased the cost per acquisition (CPA) by 290%. With this being only in the first month's work, the partnership is looking even more promising as budgets can grow, campaigns can expand, and even more revenue and ROI can be generated.

How We Did It:

- Single Keyword Ad Groups
- Revamped Ad Copy
- Smart Bidding Strategies
- Negative Organization



The Results

↓ **290%**
Decrease in Cost Per Conversion

↑ **14%**
Increase in Conversion Rate

↑ **141%**
Increase in Click-Through-Rate



“Our company being in Norway along with the language barrier caused us quite the scare at first. But KlientBoost has done an exceptionally well job at communicating, remaining transparent, and not allowing the distance or language difficulties to cause any issues with performance. We’ve already made steady improvements in such a short timespan, and we’re looking forward to the exciting progress that’s surely to come!”

Magnus Svarstad - CEO | Printmax