

How Printmax Increased Conversions By Huge Margins And Drastically Reduced CPA With SKAGs And Landing Pages

As a screen printing leader in Norway, Printmax has been plenty familiar with paid advertising, but still opted to hop on board with KlientBoost in order to refine their campaigns and maximize profits.

Since working together, KlientBoost has **decreased the average cost per conversion by 87%**. As the months of work have gone by, the partnership looks even more promising as budgets have grown, campaigns have expanded into Sweden, and more revenue and ROI has been generated.

The Results

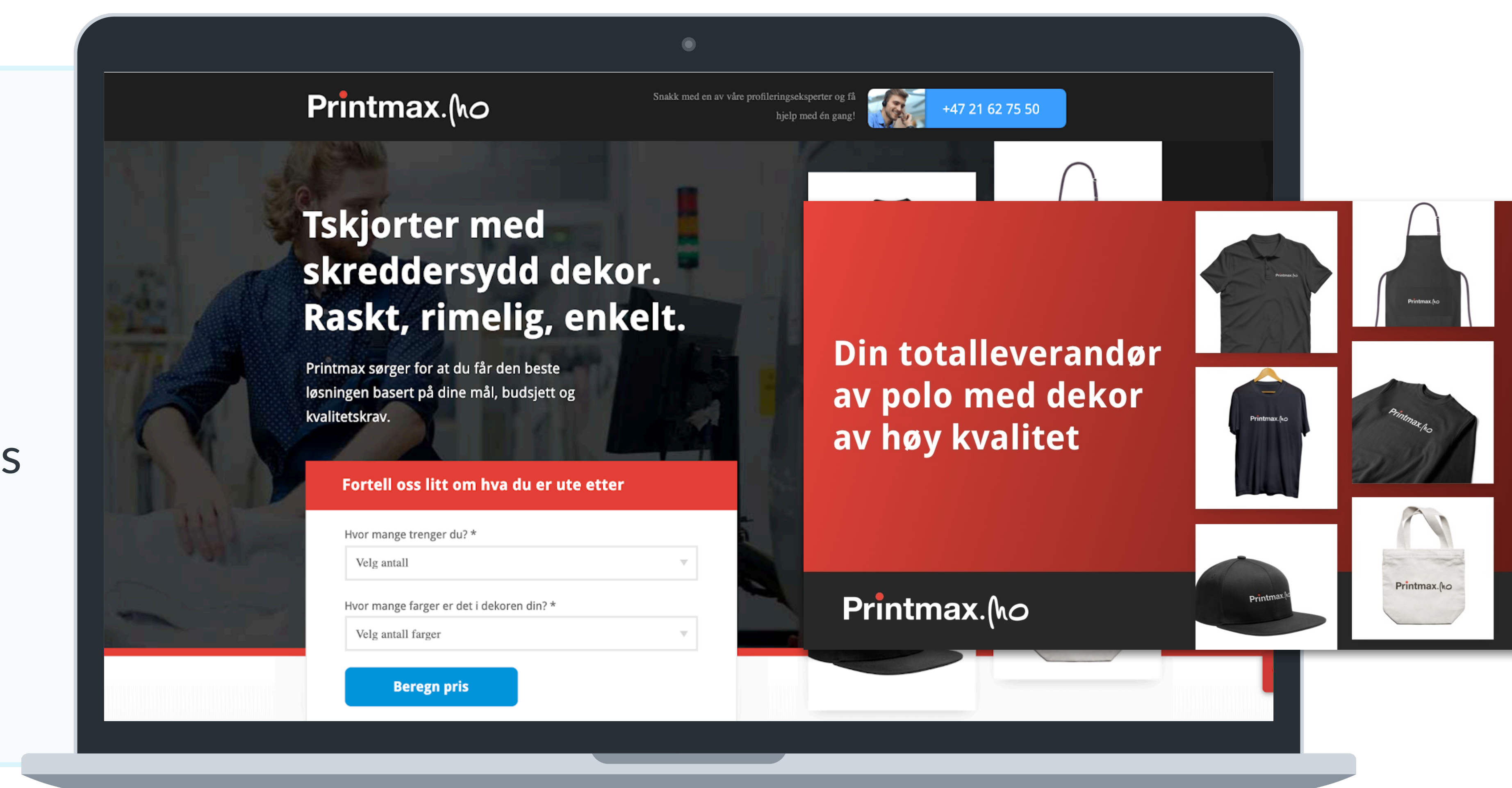
↓ **87%**
Decrease in Cost per Conversion

↑ **320%**
Increase in Conversion Rate

↓ **54%**
Decrease in Average Cost per Click

How We Did It:

- Single Keyword Ad Groups
- Custom Landing Pages
- Drafts & Experiments With Bidding Methods
- Increased Size of Remarketing Audiences
- Routine Landing Page A/B Testing



"With 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 great strides in such a short timespan, and we're looking forward to the continued growth."

Magnus Svarstad - CEO | Printmax