

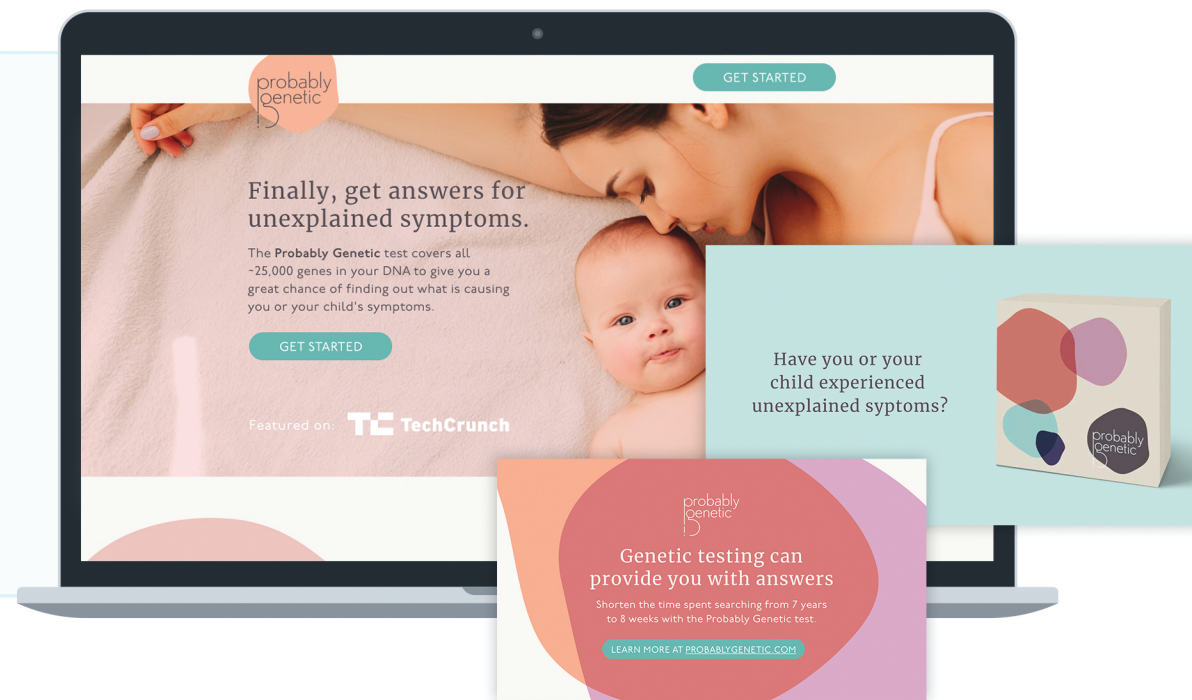
KlientBoost Helps Probably Genetic Increase Their Lead Volume by 1,500%

Probably Genetic is a biotech company that sells affordable, direct-to-consumer DNA tests for thousands of variants related to autism, developmental delay, and any set of unexplained symptoms.

Probably Genetic has a sought-after product but was missing the key ingredient for success: finding their audiences online. KlientBoost approached the problem from a top-down perspective. **Step one was to find better qualified traffic, which led to an increase in leads of 1,500% and a 30% increase in sales. An ongoing holistic approach ensures continued success for Probably Genetic.**

How We Did It:

- Facebook Power 5 Structure
- Offer Experimentation (Quiz)
- Consistent CRO Testing
- Consistent Creative Testing



The Results

↑ **1,500%**
Increase in Lead Volume

↑ **30%**
Increase in Sales

↑ **11%**
Increase in CTR



"KlientBoost successfully helped increase traffic, generate leads, and increase conversions for our produce. They are incredibly easy to work with, professional, fast-moving, very responsive, and produce high-quality output overall. I would recommend them to anyone."

Harley Katz – Co-founder & CTO | Probably Genetic