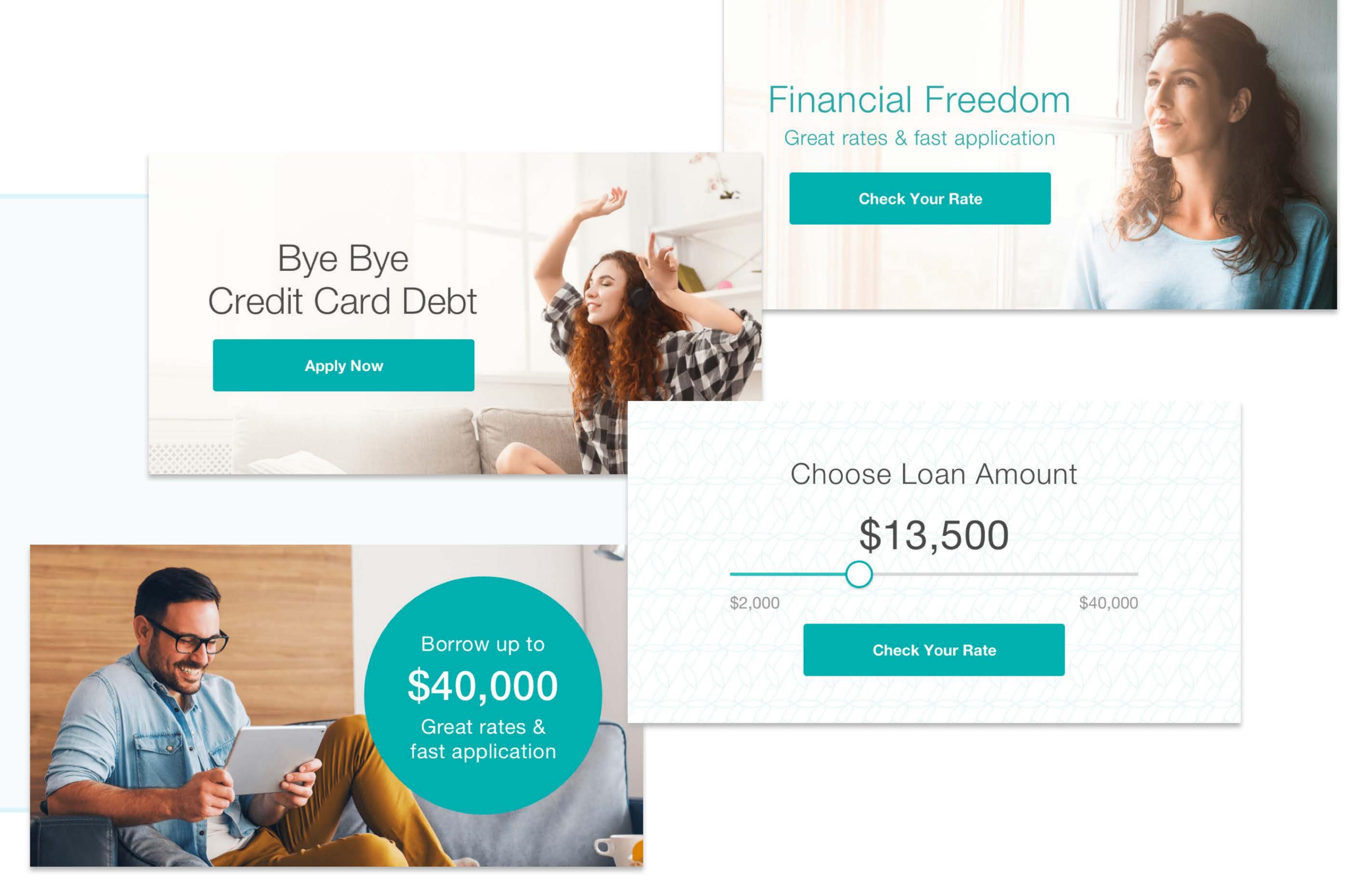
Prosper Sees New Audience Traction With Speed Improvements From KlientBoost

With a mission to advance financial well-being, Prosper reached out to KlientBoost to help test, validate, and grow new acquisition campaigns, channels, and platforms.

Looking to attract individual borrowers and lenders, Prosper and KlientBoost joined forces to test hypotheses across the board through audiences, ads, and landing pages to **find winning combinations** that also helped speed up the time from impression to conversion of qualified visitors.

How We Did It:

- Facebook Audience Prioritization
- Full Funnel Promotion
- Ad Creative Testing
- Lead Qualification Tracking



The Results



Qualified User Increase



Social Proof Increase



Re-Engagement Increase



"Working with KlientBoost on two different occasions has shown us how much value they can bring any organization. Through micro-funnel testing to quantitatively proving which combinations work, we've been able to learn what works and what doesn't work, which is very valuable to us."

Daniel Kastalsky - Head of Digital & Customer Retention | Prosper