

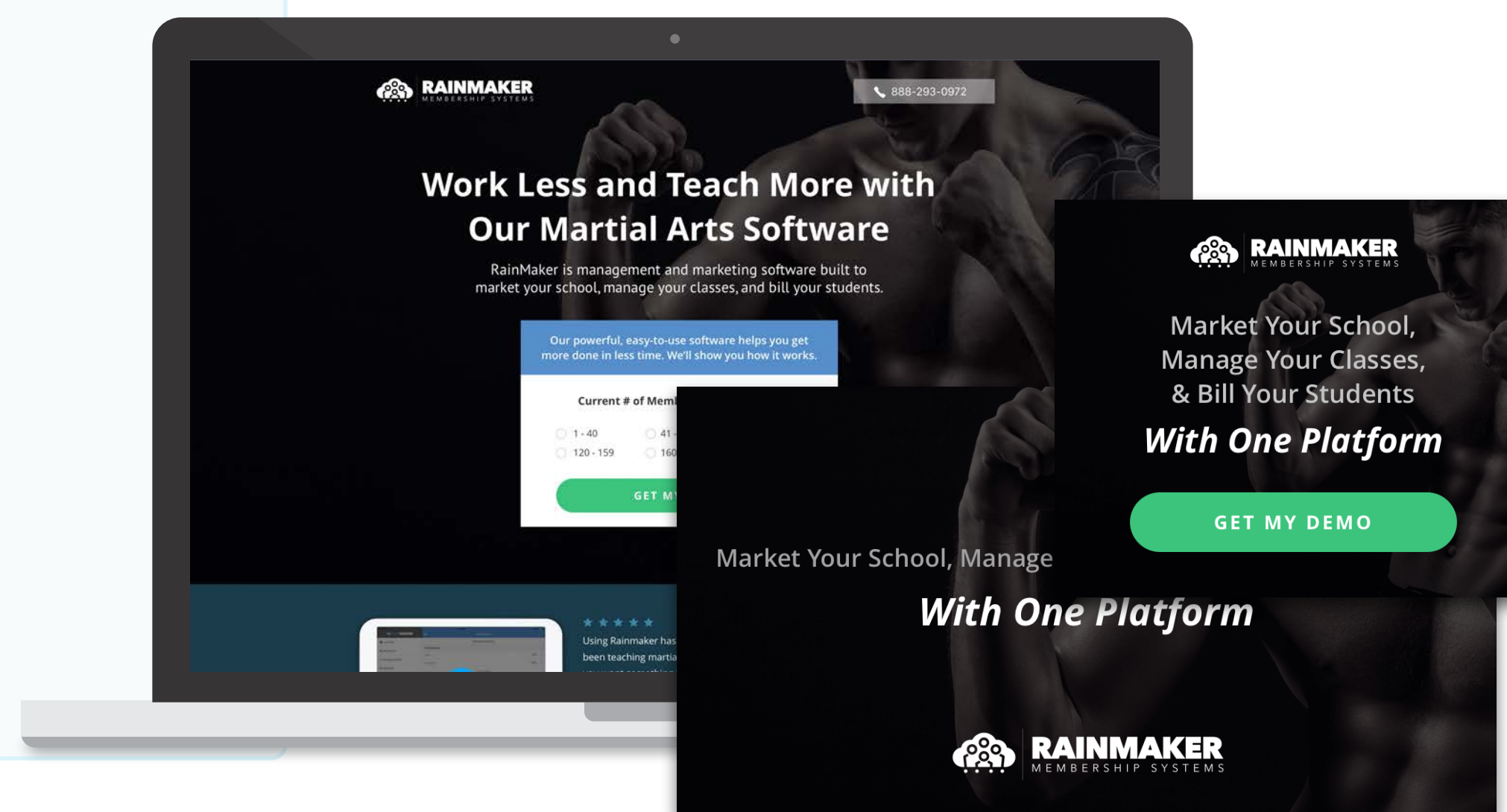
# See How RainMaker Increased Conversion Volume 639%

RainMaker Membership Systems provides online member management and marketing software for fitness & martial arts businesses so they can attract, convert, and keep more members.

After implementing our best practices in conversion rate optimized landing page design, we increased the average conversion rate by over 731%. We then adjusted campaign structure to lower cost per acquisition by 79% by being more granular with our keywords. Implementing remarketing and utilizing Yahoo! Gemini and Bing allowed RainMaker to trust us with a higher budget, and we dramatically increased their conversion volume by 639%.

## HOW WE DID IT:

- Utilized Single Keyword Ad Groups
- RLSA for Broad Match Search Terms
- AdWords Search & Remarketing
- Added Yahoo! Gemini and Bing



## The Results

↑ **639%**  
Increase in Conversion Volume

↓ **79%**  
Decrease in Cost Per Acquisition

↑ **731%**  
Increase in Conversion Rate



*"I can't say enough about KlientBoost. We've only been working with them for about a year, and since the beginning they blew past any and all expectations we had going into the relationship. Choosing KB is easily one of the best choices we've made in relation to helping our company grow."*

**Jeff Dunn** Customer Success Team Lead @RainMaker