




# How Reliable Garage Door Dropped CPA By Matching Search Temperature

Reliable Garage Door offers garage door repairs, new garage door installs and garage door automation services in the greater Minneapolis area.

Before working with KlientBoost, Reliable Garage Door was converting leads far above an average that was making them enough profitability. By implementing KB best practices and working closely with the client to get a better feel for the types of leads they’re looking for, we were able to **reduce the CPA by over 72%**.

## The Results

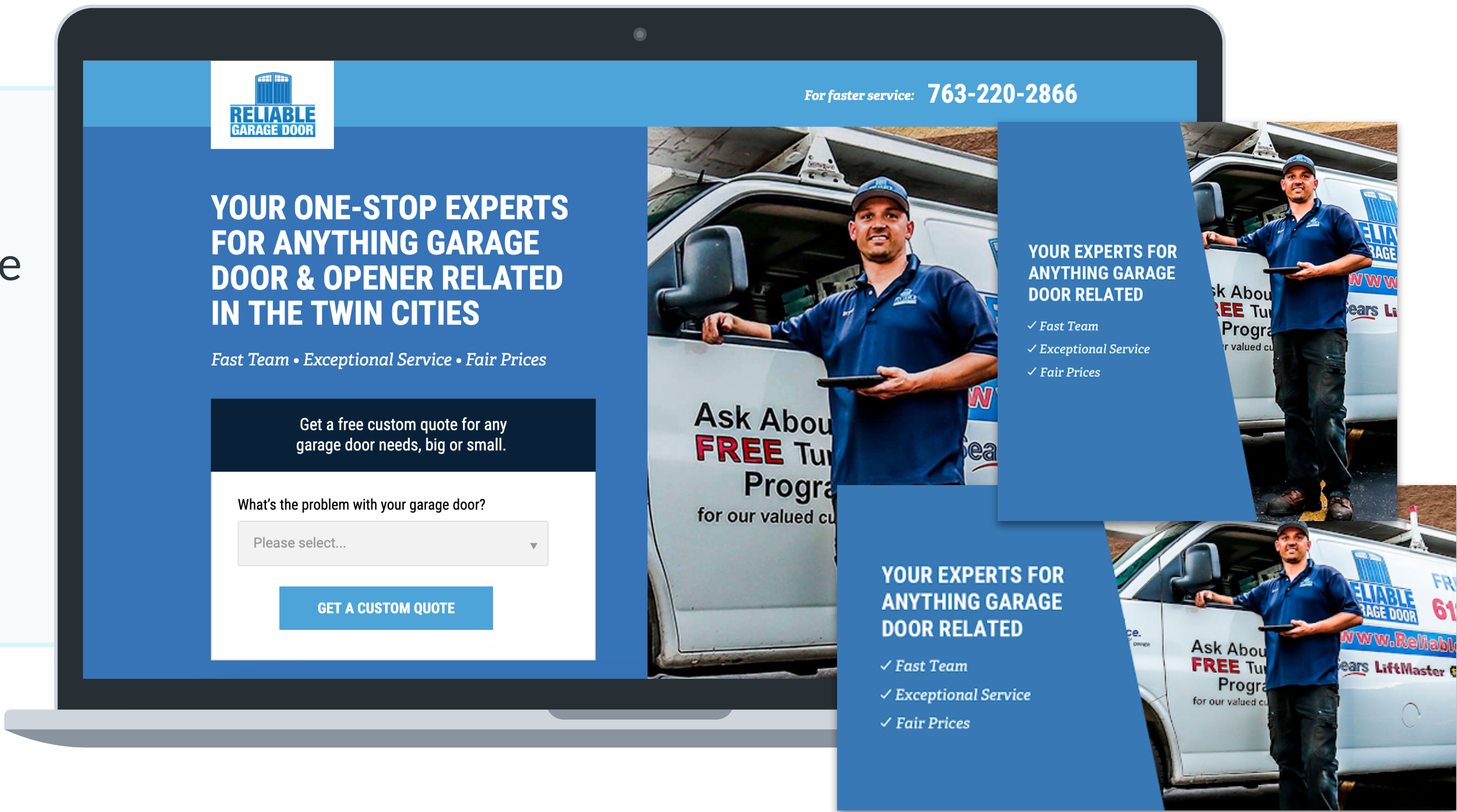
 **958%**  
Increase in Conversion Volume

 **235%**  
Increase in Conversion Rate

 **72%**  
Decrease in CPA

### How We Did It:

- Call-Only Ads to Match Search Temperature
- Target CPA Bidding Strategy
- Reducing Volume of Keywords
- “Winback” Facebook Campaign



“The KlientBoost staff has been great, no babysitting required. They genuinely care how our account is performing. I give them an A+.”

**Scott Hill** - CEO | Reliable Garage Door