

ReviewTrackers Saw Their Cost Per Acquisition Decrease by 37% with an increase of 79% in Click-Thru Rates

"ReviewTrackers is the award-winning customer feedback software that helps businesses transform the customer experience. Trusted by over 60,000 companies, ReviewTrackers helps busy professionals save time, money, and resources so they can focus on what matters most: their customers.

With their marketing resources already stretched, ReviewTrackers looked to KlientBoost to take charge of their paid digital advertising strategy. Utilizing SKAGs, Custom Intent Campaigns, and other digital strategies in their arsenal, KlientBoost helped ReviewTrackers expand to Capterra and revamp their ads and bid strategy for better performance. So, far they've seen a 37% decrease in CPAs and an 79% increase in conversion rates.

The Results

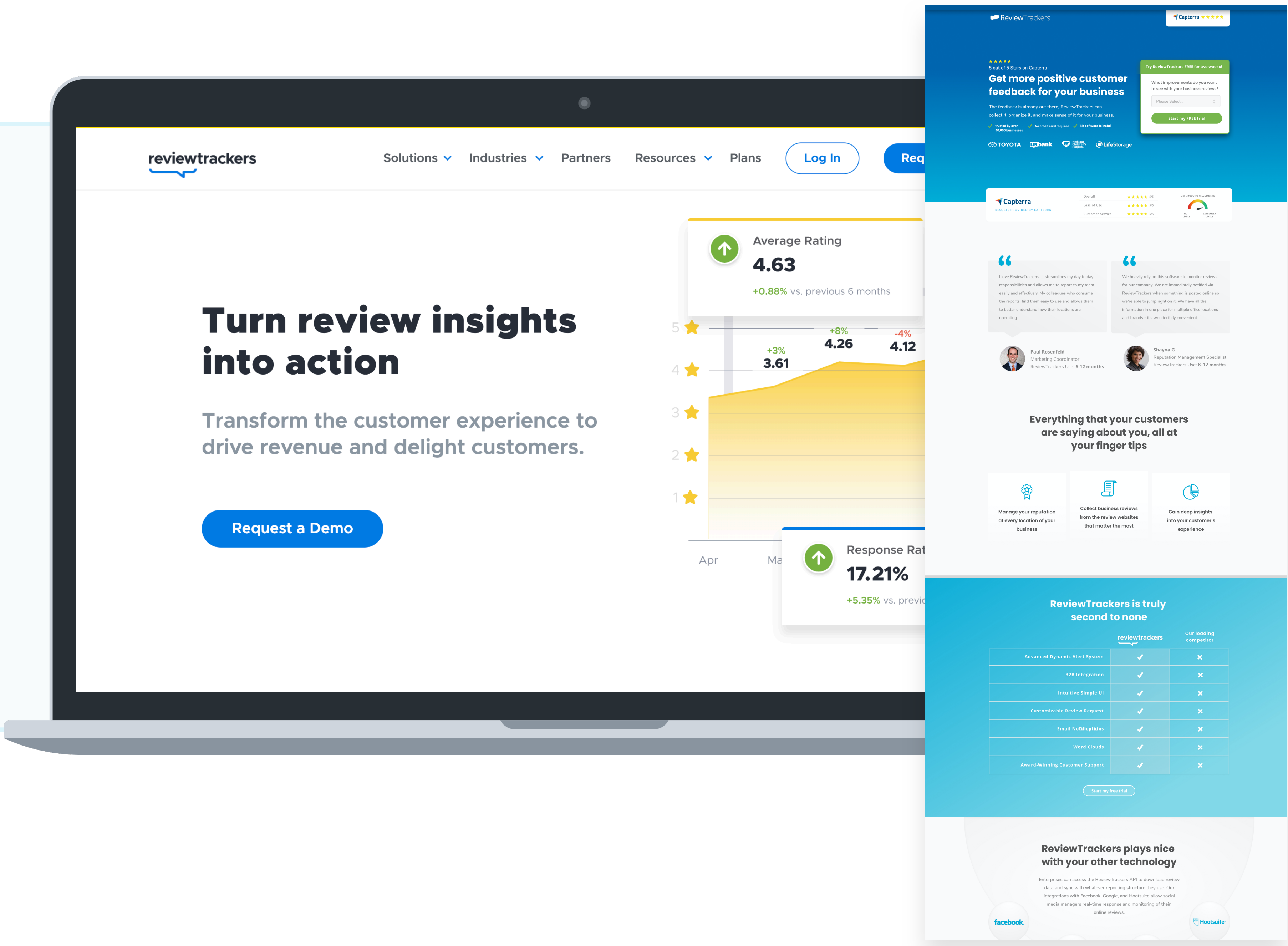
↑ **56%**
Increase in Conversions

↑ **79%**
Increase in Conversion Rate

↓ **37%**
Decrease in Cost per Acquisition

How We Did It:

- Single Keyword Ad Groups (SKAGs)
- Landing Page Optimization
- Custom Intent Campaigns
- Capterra Platform Expansion



"KlientBoost has been a great company to partner with. They have been handling all of our paid digital advertising (mainly paid search) and have been a pleasure to work with. With limited resources to own paid advertising responsibilities in-house, it's important for us to not have to worry about these initiatives moving forward so we can focus. KlientBoost helps us with that and more!"

Kevin King – Vice President of Marketing | ReviewTrackers