

# How Riotly Social Media Grew Their Agency Through New PPC Strategies

Riotly Social Media is a leading social media agency based in Hong Kong. They specialize in helping Instagram users find their target audience by focusing on quality, authenticity and safety of their users.

With over 800 clients and counting, Riotly came to KlientBoost with a solid understanding of PPC. But after choosing KlientBoost as their marketing partner they were able to **increase weekly lead volume by 25%**, lower the average **CPC by 50%** and decrease the **CPA by 18%**.

## The Results

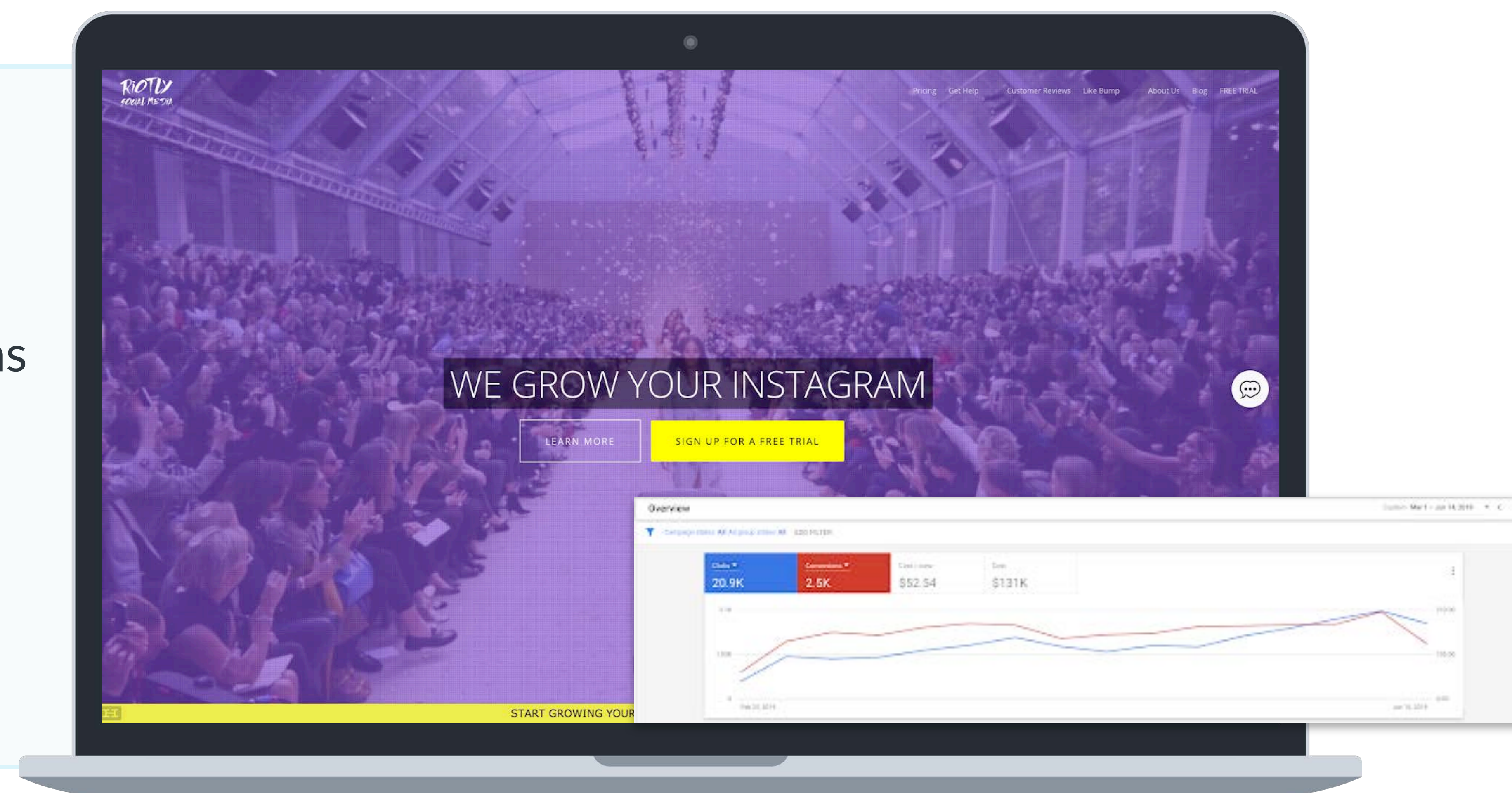
↑ **25%**  
Increase in Lead Volume

↓ **18%**  
Decrease in Cost per Acquisition

↓ **50%**  
Decrease in Average Cost per Click

### How We Did It:

- Strategic Country Based Ad Scheduling
- Granular Keyword Analysis & Modifications
- Google Display Remarketing
- Broad Match Keyword Campaign
- In-Market Audience Targeting



*"I definitely see the value that KlientBoost provides as our marketing partners. Their data driven adjustments, attention to detail and thorough communication were huge factors that contributed to our growth."*

**Ho Yin Cheung** - Founder | Riotly Social Media