

# Rollbar Increased Sign-Ups 5x And Knocked Down Their CPA By 79%

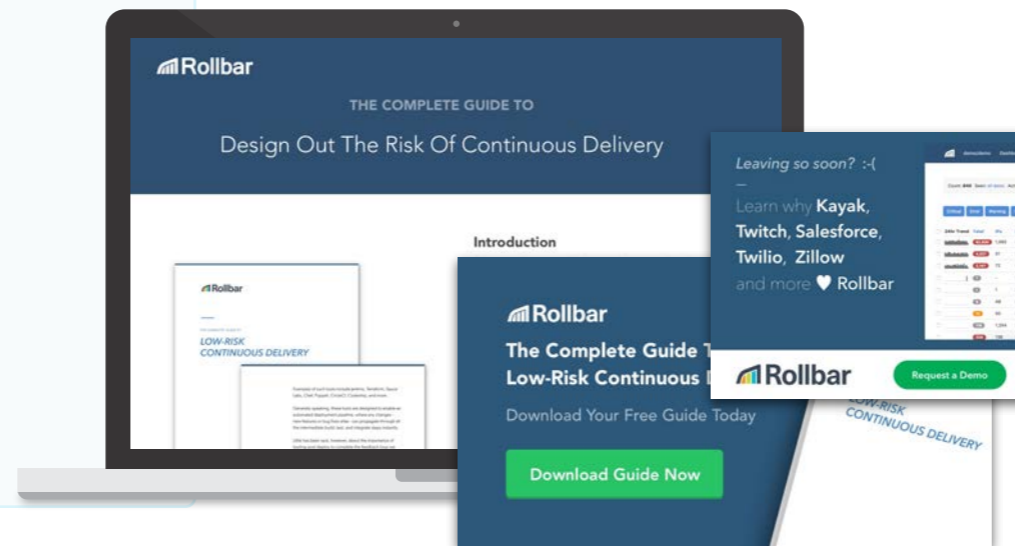


Rollbar is a leader in error tracking and prevention for applications regardless of which languages or frameworks they use.

Before working with KlientBoost, PPC performance hadn't been performing up to par with Rollbar's expectations. They needed an agency that could keep up with their daily pace. **After the first month, the number of conversions increased by 318% while decreasing their CPA by 63%.**

## HOW WE DID IT:

- Google AdWords
- Display Placements
- Single Keyword AdGroups
- Implemented Micro Conversions



## The Results

↑ **536%**  
Increase in Sign-Ups

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

↑ **286%**  
Increase in Conversion Rate



*"I can't say enough about KlientBoost. We've only been working with them for a couple months 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."*

**Mike Smith** Head of Growth @Rollbar