

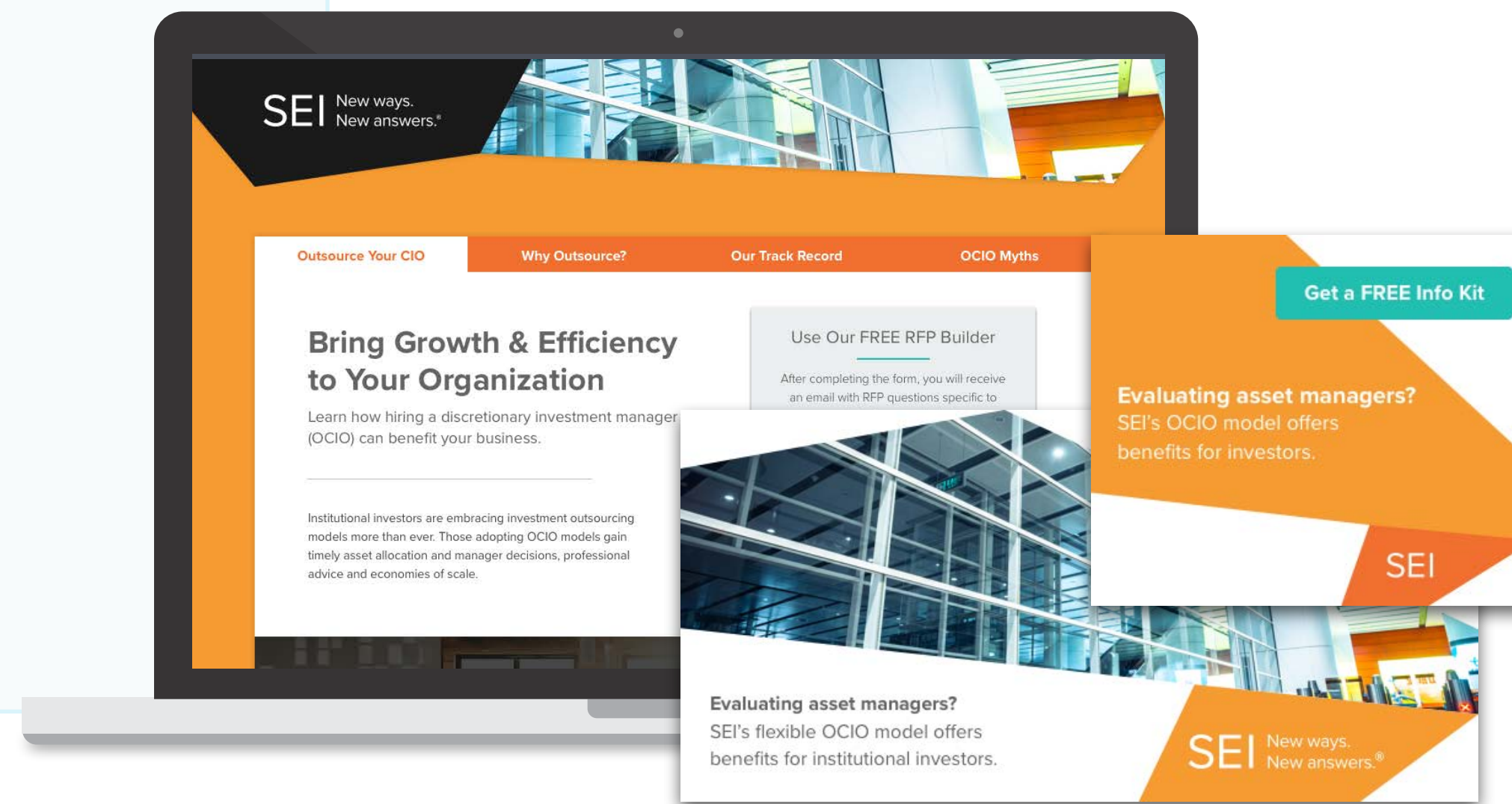
# How AdWords Optimization Helped Increase SEI's Conversion Rates

SEI is a global leader of investment processing, investment management, and investment operations solutions. Specializing in OCIO, SEI's Institutional Group provides investment management services to corporations, healthcare systems, nonprofit organizations, unions and governments.

Before working with KlientBoost, SEI was having trouble driving conversion volume and generating leads for the sales team. Within the first month, conversions had increased by **125% month-over-month**.

## How We Did It:

- Custom Landing Pages
- Iceberg Effect
- Single Keyword Ad Groups
- Increasing High Quality Traffic
- AdWords Remarketing



*"With an institutional audience, our specific customer was difficult to target. Klientboost helped us eliminate irrelevant traffic & the spend that came along with it, profile our audience and increase conversions from our target customers. The Klientboost team continually monitors, tests and reports on our account to ensure we have the best performing keywords and ads possible. I highly recommend the KB team to anyone who needs help boosting their PPC efforts."*

**Kristen Reybitz, Web & Digital Manager | SEI**

## The Results

↑ **311%**  
Increase in Conversion Volume

↑ **276%**  
Increase in Conversion Rate

↓ **82%**  
Decrease in Cost per Conversion

↓ **24%**  
Decrease in Ad Spend