

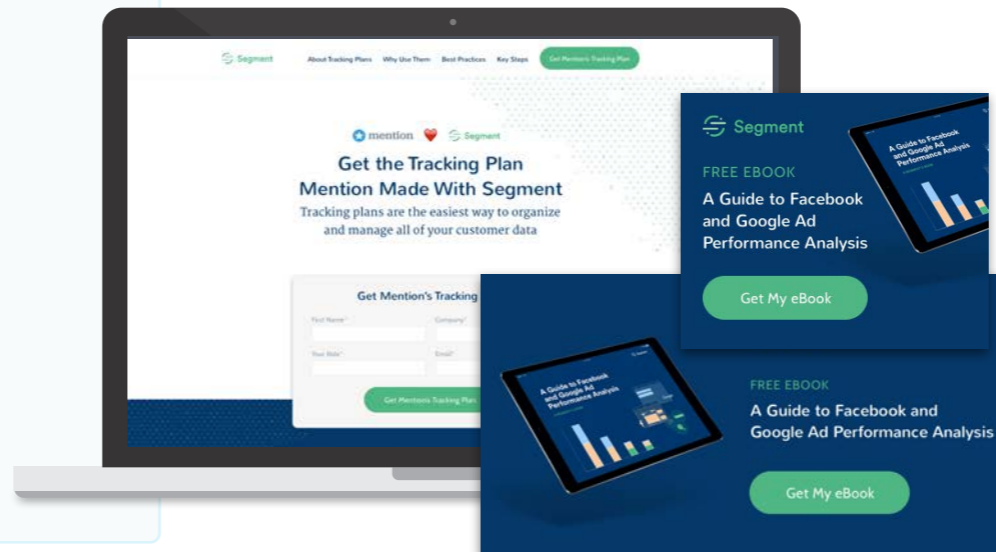
How Segment Partnered With KlientBoost To Meet & Exceed Monthly Campaign Goals

Segment is a single platform that collects, stores, and routes your user data to hundreds of tools with the flick of a switch. Trusted by 7,000+ companies worldwide.

As a quickly growing and dynamic company, Segment came to KlientBoost looking for a marketing partner that would be able to meet their needs. With fast-changing goals and monthly “sprints”, KlientBoost has worked closely with Segment to continuously surpass goals while being a partner that is able to keep up with their up-tempo pace.

How We Did It:

- Custom Designed Ad Creative
- Specific Audience Targeting via LinkedIn
- Custom Built Landing Pages
- Facebook Remarketing Campaigns
- AdWords Display Targeting
- Competitor Targeting via Twitter



“Coming in as a new employee at Segment, I was assigned the daunting task of finding a suitable marketing partner that would be able to meet our pace while still hitting goals. Working with other vendors in the past, I was very cautious with my choice. However, KB has not only been able to keep up with us, they’ve been able to even exceed our goals month after month.”

Mallika Narain, Lead Marketing Manager, Enterprise | Segment

The Results

**Designated Segment sprint from Sept, 2016*

↑ **195%**
of Conversion Goal Reached

↓ **12%**
Cost per Acquisition 12% Under Goal

↑ **20%**
More Paid Acquisition Leads vs. Organic Webinar

★ **1st TIME EVER**
Paid Acquisition generated more SQL's than organic