

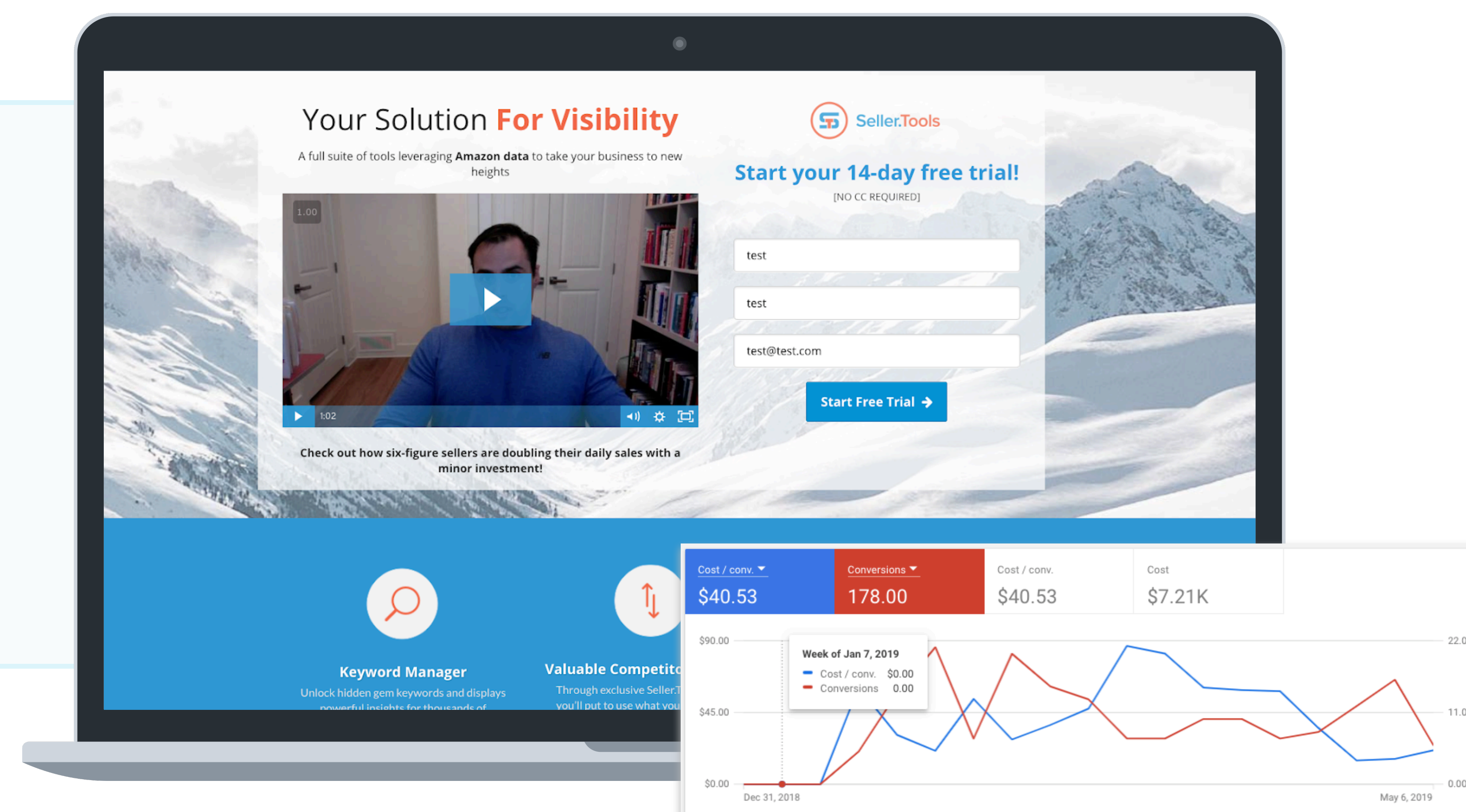
# Seller.Tools Cuts Costs For Clicks & Conversions By More Than 65% Each

Seller.Tools is the most robust suite of tools for Amazon sellers that leverages Amazon's traffic data to help sellers optimize their product listings for more visibility, purchases, and a better overall ROI.

Seller.Tools started working with KlientBoost in November 2018. In the first 6 months alone, KlientBoost has been able to **decrease the CPA by 68%** and **increase email submissions by 193%**. And the next 6 months are only looking up for Seller.Tools and the KB team.

## How We Did It:

- Implemented Single Keyword Ad Groups
- Competitor Specific Campaigns
- Strategic Ad Copy & Split Testing
- Google Remarketing Campaigns



## The Results

↓ **68%**  
Decrease in Cost per Acquisition

↑ **193%**  
Increase in Email Submissions

↓ **66%**  
Decrease in Average Cost per Click



"We've definitely noticed and appreciate the diligent work KlientBoost provided. Having a framework for our Google Ads account moving forward is very helpful! And beyond that, KlientBoost has continued to strive towards optimizing our accounts and driving better and better results. The continuous improvement is contagious, and we love it."

**Cydney Glasser** - Digital Marketing Coordinator | Seller.Tools