

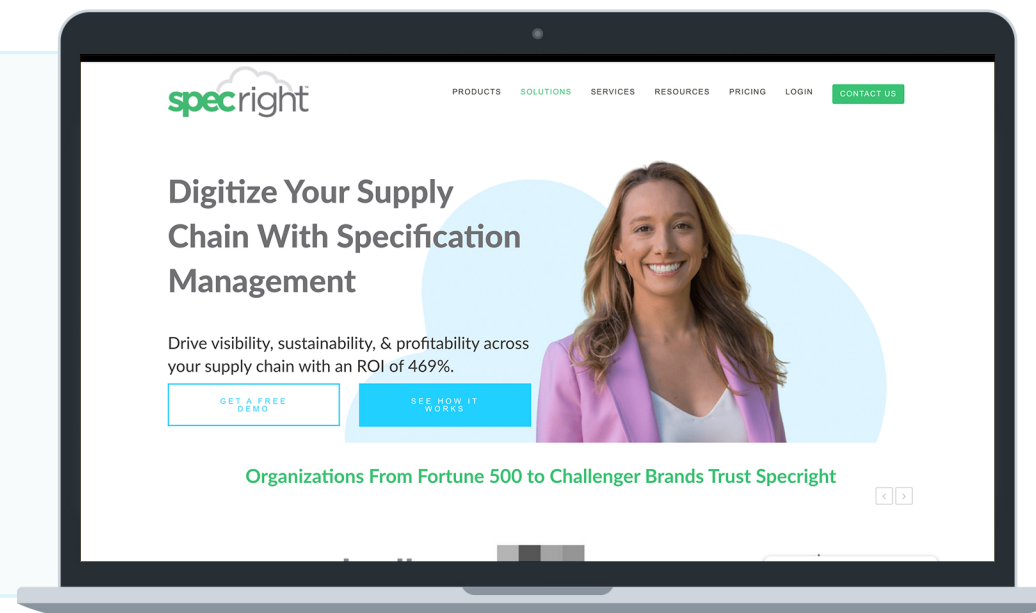
How Specright Increased Conversions 27% At A 43% Cheaper CTA --- Without Any Marketing Team Of Their Own

Specright's purpose-built platform is a first of its kind, helping companies digitize, map, and take action across their supply chain to reduce costs, increase profitability, and help promote sustainability.

Before Specright started working with KlientBoost, they didn't have a marketing team of their own. By providing high-touch service and introducing them to strategies like the "Breadcrumb Technique" as well as better bidding to improve their metrics, KlientBoost increased Specright's **conversions 27%, slashed their CPA by 43%, and increased their reach by improving CTR 47%.**

How We Did It:

- Single Keyword Ad Groups (SKAGs)
- Breadcrumb Technique
- Geographic Granularity
- Better Bidding Strategies



The Results

↑ **27%**
Increase in Conversion Rates

↓ **43%**
Decrease in CPA

↑ **47%**
Increase in CTR



“At the time, we didn't even have a marketing team, and with KlientBoost, we didn't need one. We had a very specific ideal customer profile, and the challenge was getting in front of that targeted niche within massive CPG companies. KlientBoost often knew even more about our needs and our customers than I did. That peace of mind was huge.”

Trey Swann – Enterprise Sales Executive / Growth Lead | Specright