

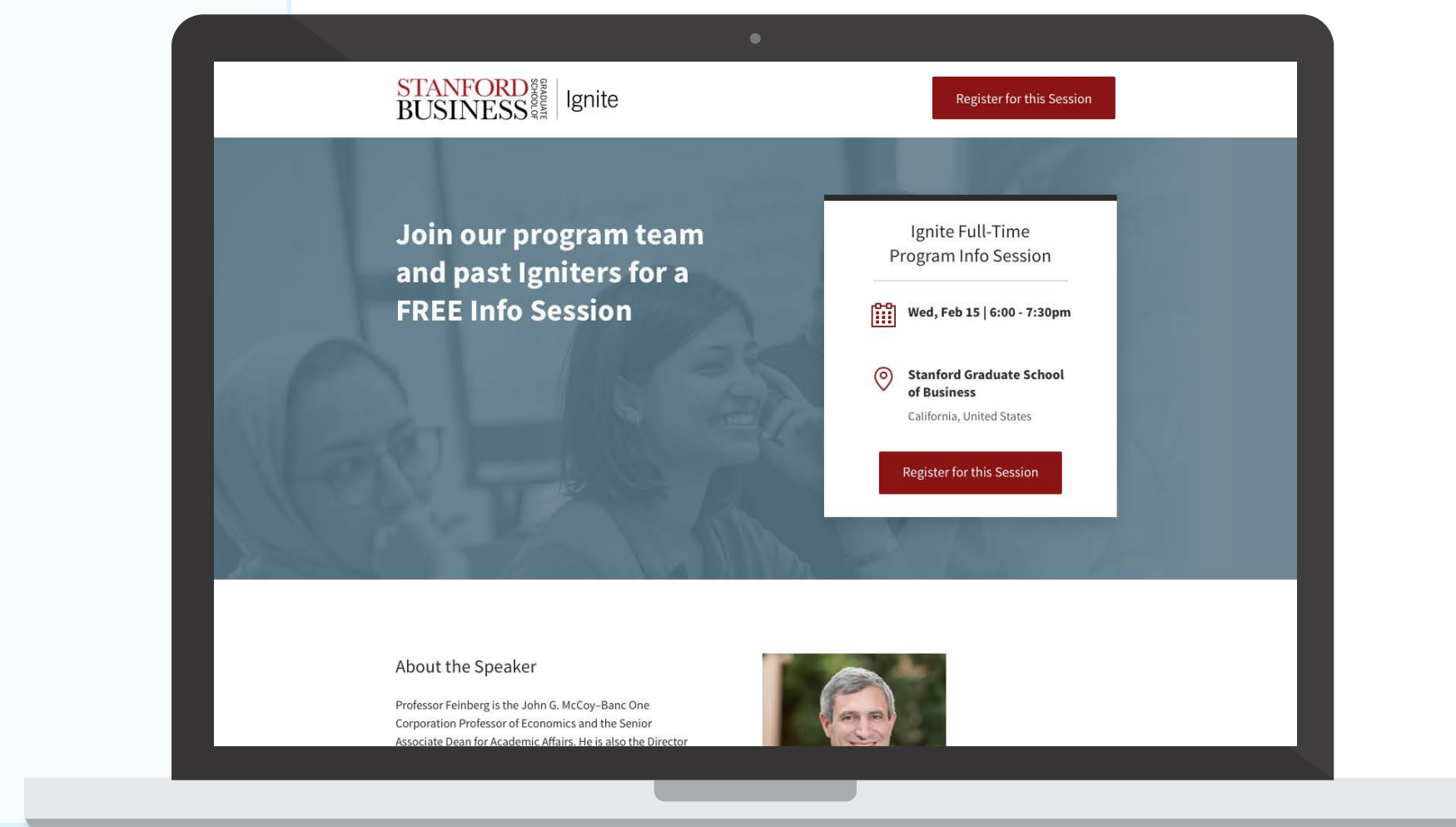
How Stanford Cut Their CPA in Half and Their CPC by 75%

Stanford GSB offers a general management Master of Business Administration (MBA) degree, the MSx Program (a full-time twelve-month MS in Management for mid-career executives) and a Ph.D. program, along with joint degrees with other schools at Stanford including Earth Sciences, Education, Engineering, Law and Medicine.

Stanford GSB partnered with KlientBoost in an effort to effectively and efficiently create campaigns to target and generate leads for their vast array of Stanford GSB programs. With KlientBoost's best practice of creating granular Single Keyword Ad Groups, it was a partnership made in heaven. Within the first year of working together, KlientBoost was able to help to **increase program registrations across the board and break almost all previous records.**

How We Did It:

- Single Keyword Ad Groups
- Continual ad copy A/B testing
- Granular program campaign build-outs
- Remarketing campaigns for each program
- GDN affinity audience targeting



The Results

↓ **49%**
Decrease in Cost per Acquisition

↑ **25%**
Increase in Click Through Rate

↓ **75%**
Decrease in Cost Per Click

↑ **139%**
Increase in Conversion Volume



"Not only does KlientBoost care about bringing results, but more importantly, they care about bringing quality results. I can truly say that this approach that they take makes us feel as if they are an extension of our team. Their strong relationship with Google has also been a huge asset for us whenever we need to troubleshoot any issues. We look forward to growing this relationship for years to come!"

Roni Raulwing, Digital Marketing Manager