

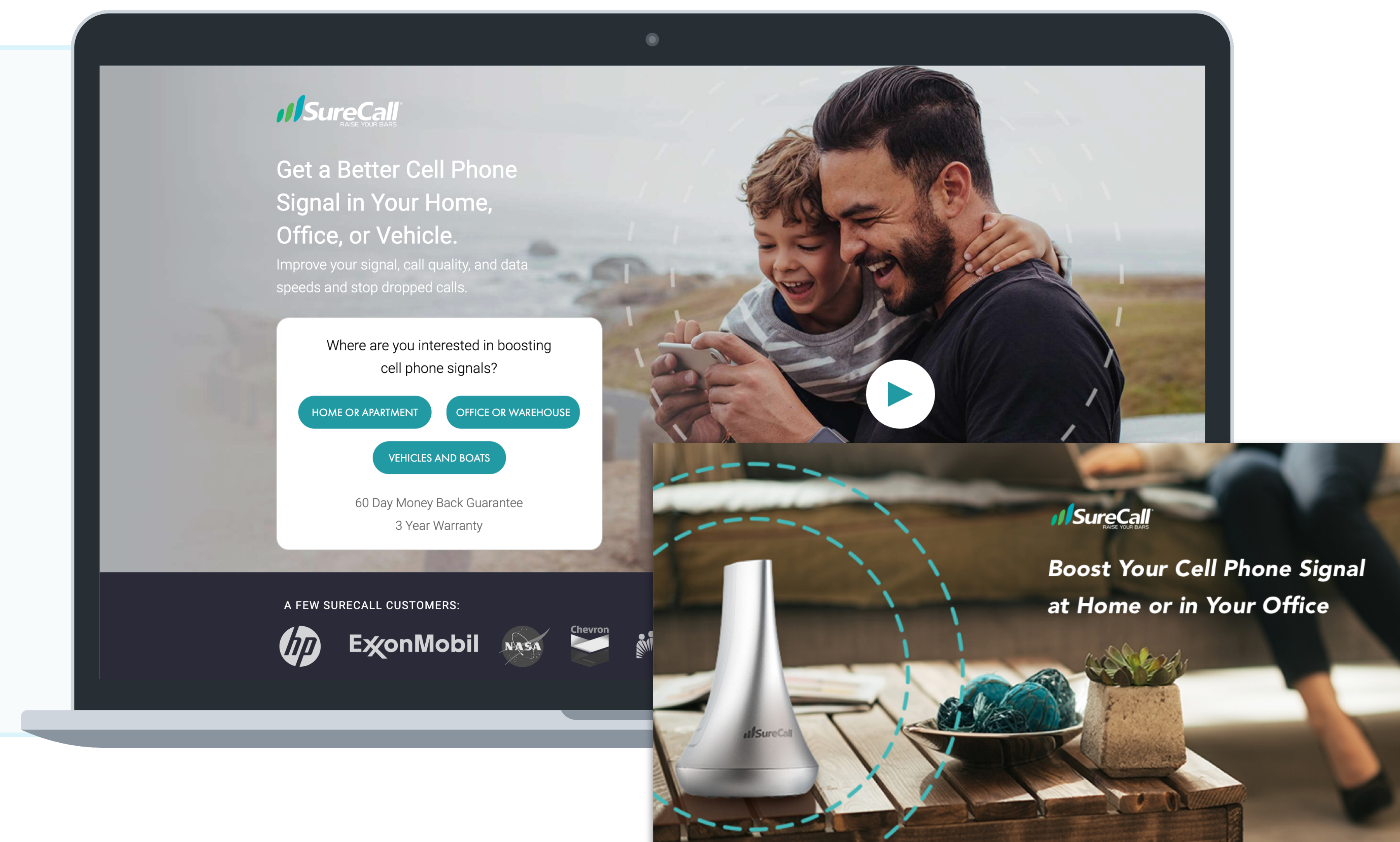
How SureCall Cut Down CPA While Boosting Conversions By Optimizing Their Funnel

SureCall specializes in the design and manufacture of cell phone signal boosters, amplifiers and accessories. Their cellular signal boosters dramatically improve cellular reception for businesses, homes, vehicles and watercraft. Their flagship product line of FCC-approved cell phone signal boosters enhance the range and reception of almost any cellular transmission, including voice or 4G data.

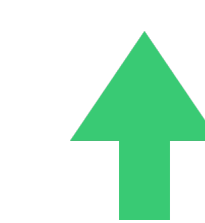
Since we took over PPC and CRO efforts for them, **we decreased CPA 78% and increased conversion volume over 434%** through various PPC tactics and landing page testing and optimization for different parts of their marketing and sales funnel.

How We Did It:

- Single Keyword Ad Groups
- Expanding Into Facebook For Prospecting
- Smart Bidding Experimentation
- Landing Page Design & Optimization
- Device, Demographic, & Gender Bid Adjustments

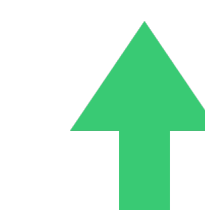


The Results



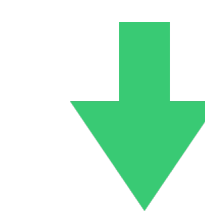
1300%

Increase in Conversion Rate



434%

Increase in Conversion Volume



78%

Decrease in Cost per Acquisition



"KlientBoost has helped us reach our full potential when it comes to PPC and CRO. They are the marketing partner we needed to scale and grow sales while increasing ROI and are an incredible team with great communication and dedication to our account."

Alan Stromberg - Director of Web Operations | SureCall