

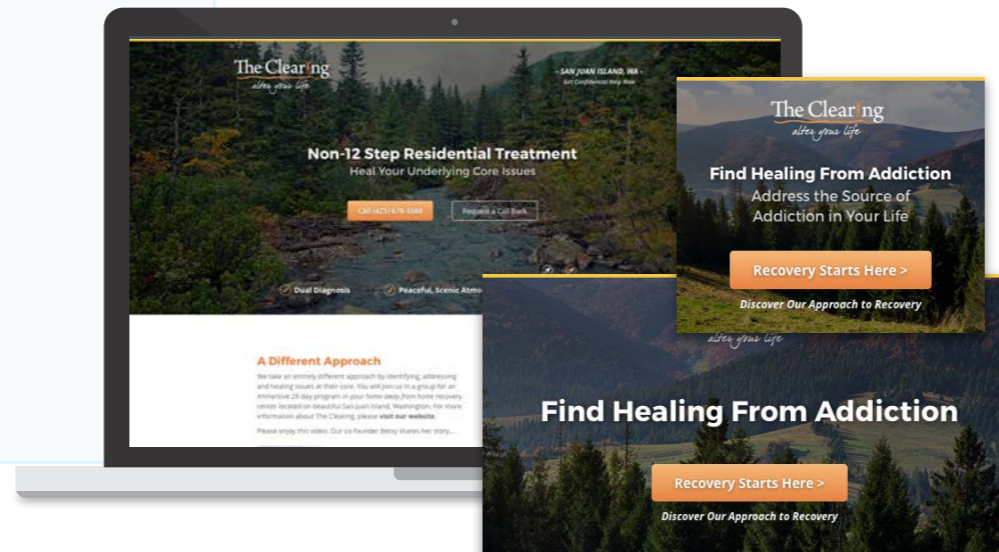
# How Dedicated Landing Pages Helped The Clearing Increase Quality Call Volume

The Clearing is a leading non-12 step, dual diagnosis residential treatment center specializing in substance abuse along with issues associated with depression, self esteem, trauma and loss. Healing issues at the core, The Clearing helps people break free from addiction once and for all.

In a competitive industry with high CPCs, the Clearing was struggling to grow non-branded conversions and convert the high cost, high intent traffic. After a few months of campaign restructure, optimization, and continual landing page testing, the Clearing was able to start converting the high intent traffic, bringing in higher quality leads with a 163% increase in conversion rate.

## How We Did It:

- Custom Built Landing Pages
- Exit-Intent & Time-On-Site Popups
- Iceberg Effect
- Geo-Targeted Campaigns



“With keywords costing us \$40, \$50, even \$60, we were struggling to effectively target these high intent keywords because we couldn’t get people on the phones. KlientBoost helped us restructure our AdWords approach while creating campaign specific landing pages that let us drive more high quality calls. We are finally able to compete with these high cost keywords, and it is paying dividends. I would highly recommend the team at KlientBoost to help improve your PPC efforts!”

Gregg Makuch, Chief Marketing Officer | The Clearing

## The Results

↑ **231%**  
Increase in Total Conversions

↓ **45%**  
Decrease in Cost per Acquisition

↑ **204%**  
Increase in Conversion Rate

↑ **75%**  
Increase in New Call Volume

↑ **88%**  
Increase in Call Duration