

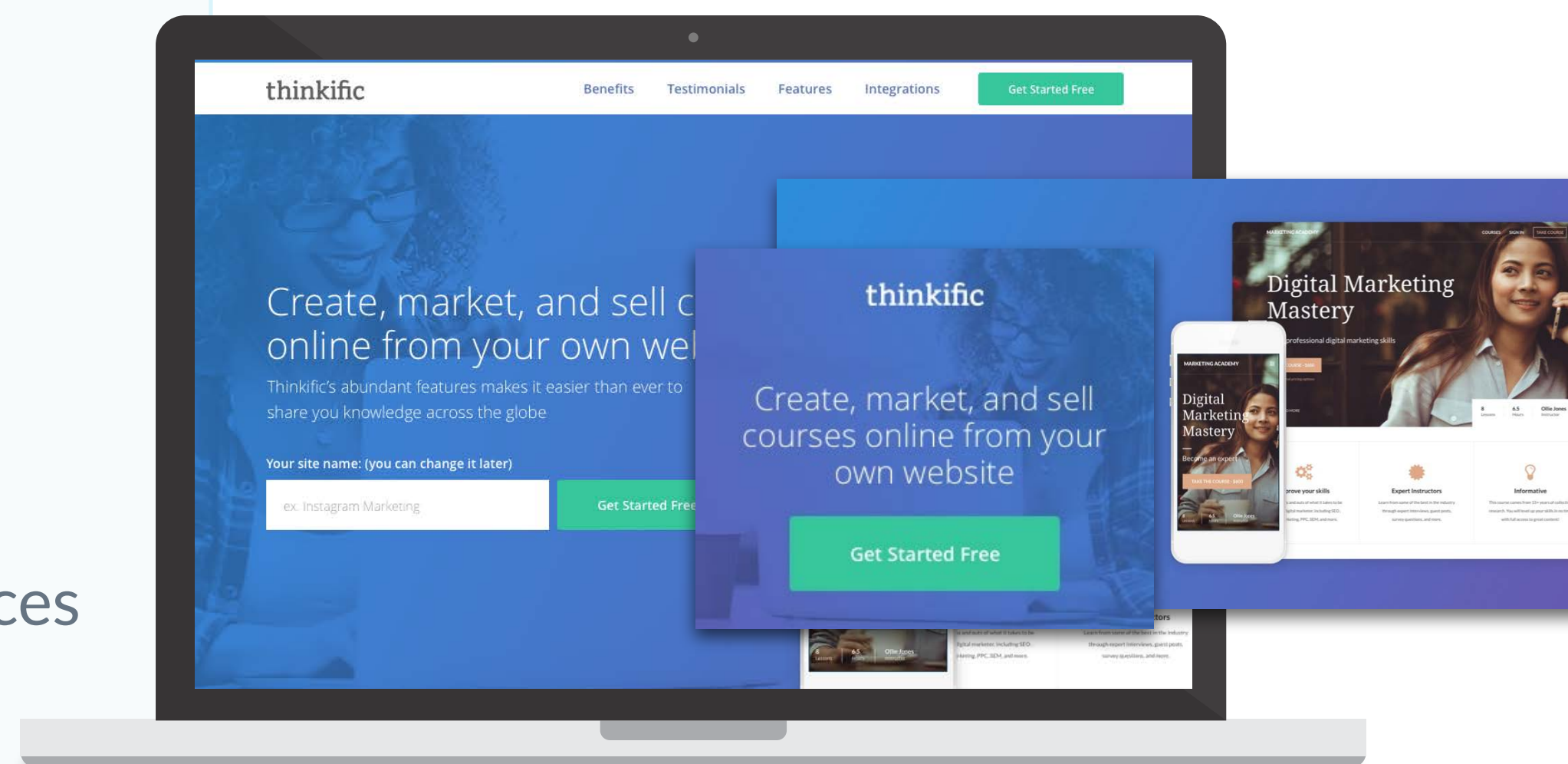
How Thinkific Lowered Their Cost Per Conversion By 40%

Thinkific brings beautifully simple course creation to your company. Whether you are educating 10 students or 10 million, feel confident that you've got the easiest technology and the best support in the business.

After identifying that Thinkific's best customers were people who were already using a different online course platform, we **began targeting keywords for other competitors' brands**. This audience helped us bring in more relevant conversions, and when we combined this strategy with competitor-focused landing pages, we were able to **improve conversion rate by 66%**.

HOW WE DID IT:

- Utilized Single Keyword Ad Groups
- Implemented Multi-Step Landing Pages
- Used Dynamic Ads With IF Functions
- Used Display Remarketing and RLSA Audiences



The Results

↓ **40%**
Decrease in Cost Per Conversion

↓ **36%**
Decrease in Cost Per Click

↑ **66%**
Increase in Conversion Rate



“Our dedicated KlientBoost team has been instrumental in shaping our paid search campaigns. They're always testing and looking for improvements, and since they keep finding optimizations, we're able to increase our budget and most importantly we're growing because of that.”

Mark Bakker Marketing Technologist @Thinkific