

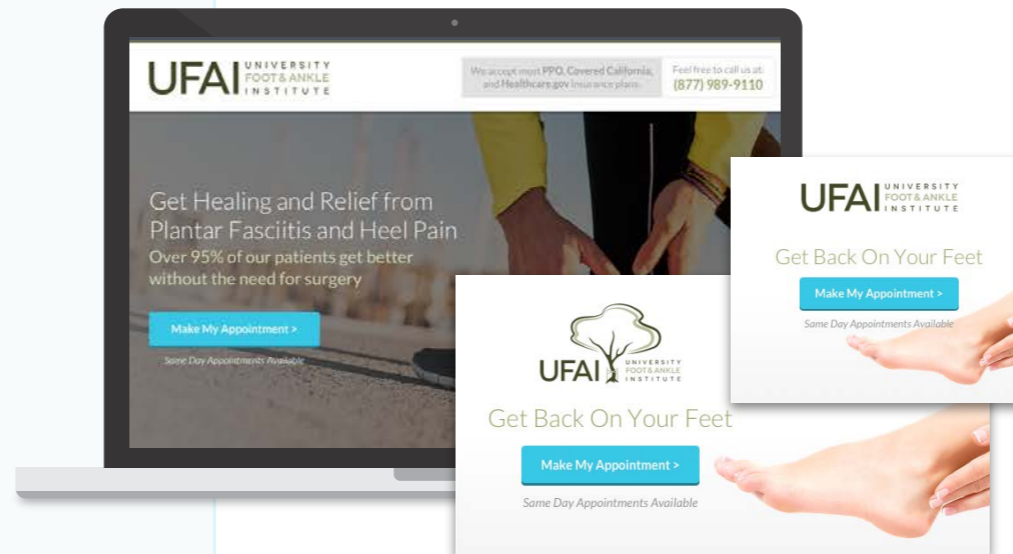
How Landing Page Testing Helped Increase University Foot and Ankle Institute's ROI

University Foot & Ankle Institute (UFAI) is a leader in the field of regenerative medicine. Their foot and ankle practice has had success in developing and implementing regenerative medicine for over 10 years.

Working with KlientBoost, UFAI has been able to scale their paid search activity and show continuous, month-to-month progress. They've more than doubled their conversions without increasing their budget. KlientBoost has helped to dramatically lower their Cost Per Acquisition.

How We Did It:

- Condition Focused Landing Pages
- Granular Campaign Structure
- Continual Landing Page Testing and Conversion Rate Optimization
- Increasing High Quality Traffic
- Dynamic Search Ads Campaign
- Single Keyword Ad Groups



The Results

↑ **81%**
Increase in Conversion Volume

↓ **62%**
Decrease in Cost per Click

↓ **39%**
Decrease in Cost per Conversion

↑ **173%**
Increase in Clicks



“Working with KlientBoost has been a true pleasure and a great business decision. KlientBoost makes the extra effort to really become an extension of the UFAI team and they definitely understand our goals. Whether it's creating new landing pages or expanding the PPC accounts, they're always on top of everything. The team is also always available to meet or share knowledge.”

Steven Laff, Outsourced CMO | University Foot and Ankle Institute