

# AutoPayPlus's First PPC Campaign Hits Paydirt With a 200% Lift in Conversions

US Equity Advantage is a fintech company whose AutoPayPlus service offers the Automotive, RV, and Power Sport industries the power of automated payments for their customers.

US Equity Advantage was experiencing stagnation in their lead gen efforts before partnering with KlientBoost to find a solution. By focusing on key B2B industries that needed the AutoPayPlus solution, KlientBoost made a splash with an initial PPC campaign that **improved conversions by 200% and decreased cost per acquisition (CPA) by 66%**. New areas of opportunity continue to be uncovered in the partnership.

## How We Did It:

- Single Keyword Ad Groups (SKAGs)
- Customer Designed Landing Pages
- Heatmap Analysis
- Iceberg Effect Removal



*“Expertise ran deep in the company. I interviewed at least five companies and KlientBoost really stood out to me in terms of expertise, experience and professionalism. We made the right decision to work with KlientBoost on our first PPC campaign. They were innovative, professional and results-driven. These guys are the best at what they do!”*

**Hue Lien Duxbury** – Director of Marketing | US Equity Advantage

 **200%**  
Increase in Conversions

 **66%**  
Decrease in CPA

 **77%**  
Increase in Conversion Rate

 **41%**  
Decrease in CPC