

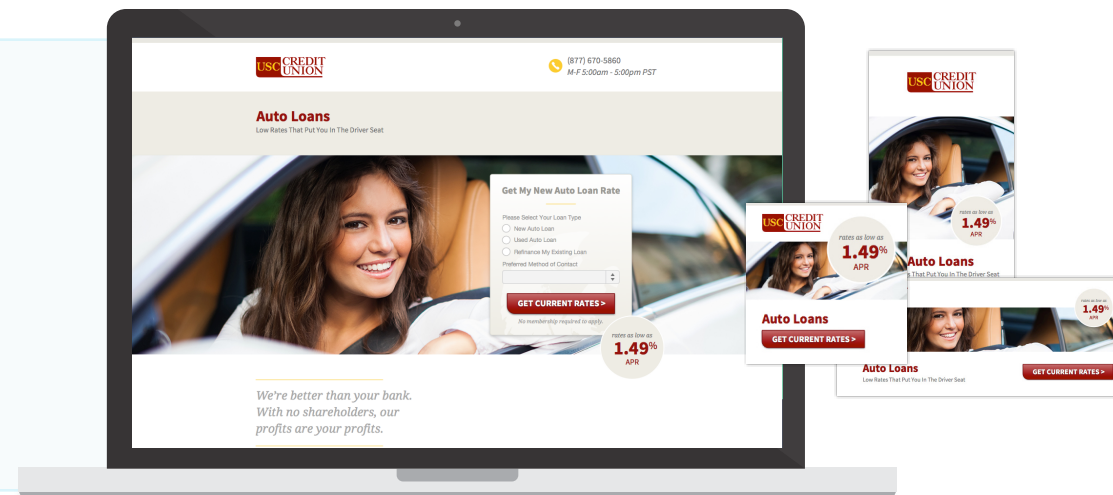
# USC Credit Union Improves PPC Performance For All Their Offers

USC Credit Union, a leading financial institution in Southern California, offers multiple loan and credit options for the individual lender.

Before working with KlientBoost, there was no landing page testing going on and PPC performance had been stagnant for a long time. After the first landing page test and new PPC campaigns, conversion rates improved 174% and cost per conversion dropped 81%.

## How We Did It:

- Google AdWords
- AdWords Remarketing
- AdRoll Retargeting
- Geographic Granularity
- Custom Landing Pages



## The Results

↑ **174%**  
Increase in Conversion Rate

↓ **81%**  
Decrease in Cost per Conversion

↑ **224%**  
Increase in Conversion Volume

↑ **314%**  
Increase in Click through Rates

*"We've always had a good handle on our marketing efforts and have experienced growth year over year, but I knew we could do much more. After working with the KlientBoost team in the first month, they immediately paid for themselves and then continued to consult us with our email and SEO marketing as well. Something we never expected, but value they brought."*



**Tere Denison, CMO @ USC Credit Union**