# How Webconnex Boosted Conversions While Dropping CPA

Webconnex software is used by everyone from small startup organizations to billion dollar multinational organizations. Their technology is flexible and scalable for nearly every kind of organization.

Before Webconnex started with KlientBoost, they were with another agency where they were struggling with increasing CPA costs. Through custom landing pages and rigorous A/B testing and SKAGs, they saw a **310% increase in conversion rate while seeing a 53% decrease in CPA**.
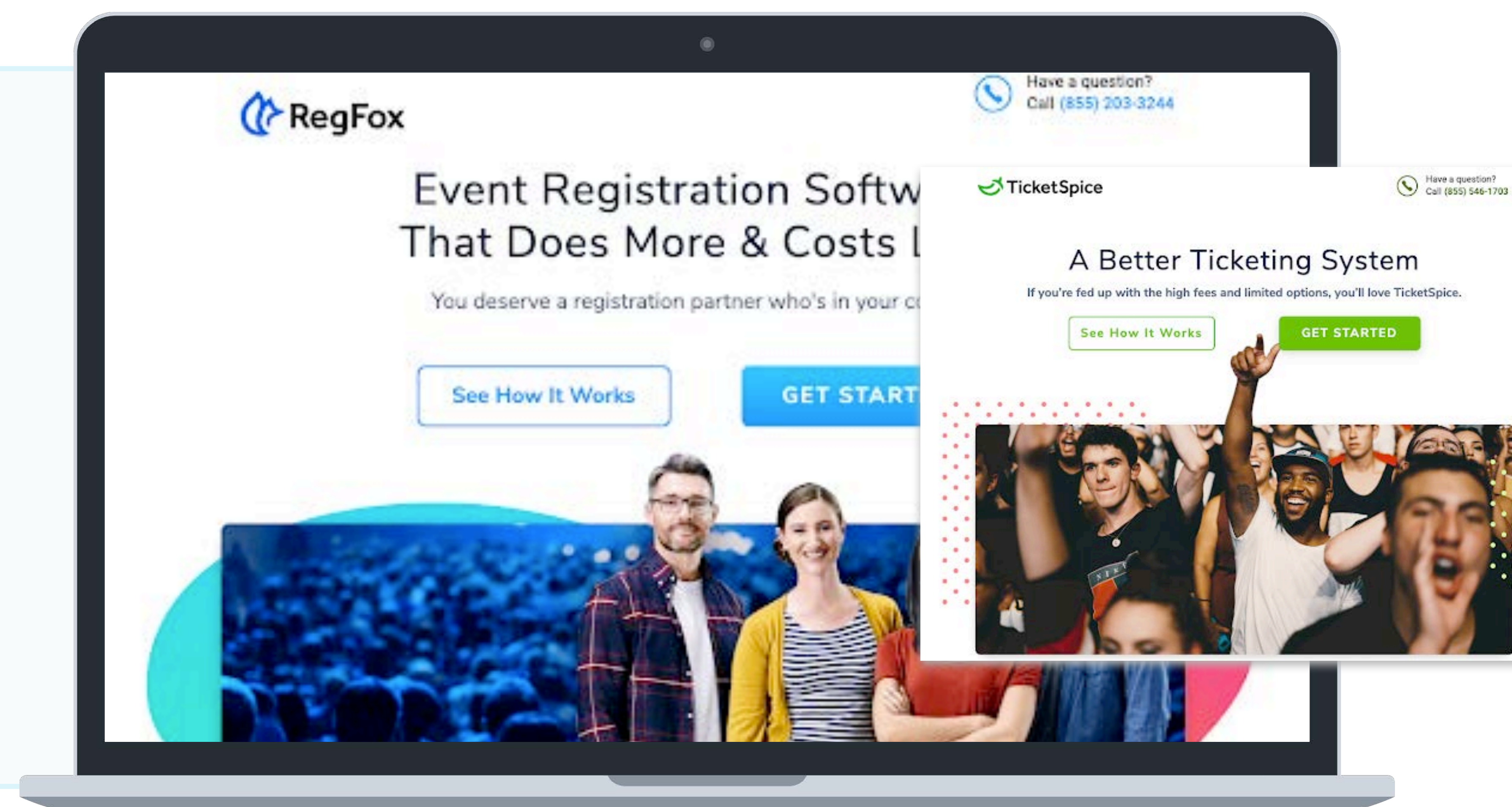
## How We Did It:

- Restructure of Search Campaigns

- Custom Landing Pages

- A/B Ad Testing

- Competitor Keyword Targeting

- Single Keyword Ad Groups

## The Results

**310%**
⬆ *Increase* in Conversion Rate

**51%**
⬆ *Increase* in Conversion Volume

**53%**
⬇ *Decrease* in Cost per Acquisition

> "*We definitely saw significant ROI signing on with KlientBoost. They seemed to have the perfect recipe increasing conversion rates with CRO as well as reducing CPA with their PPC strategies.*"

**John Russell -**  Co Founder | Webconnex