

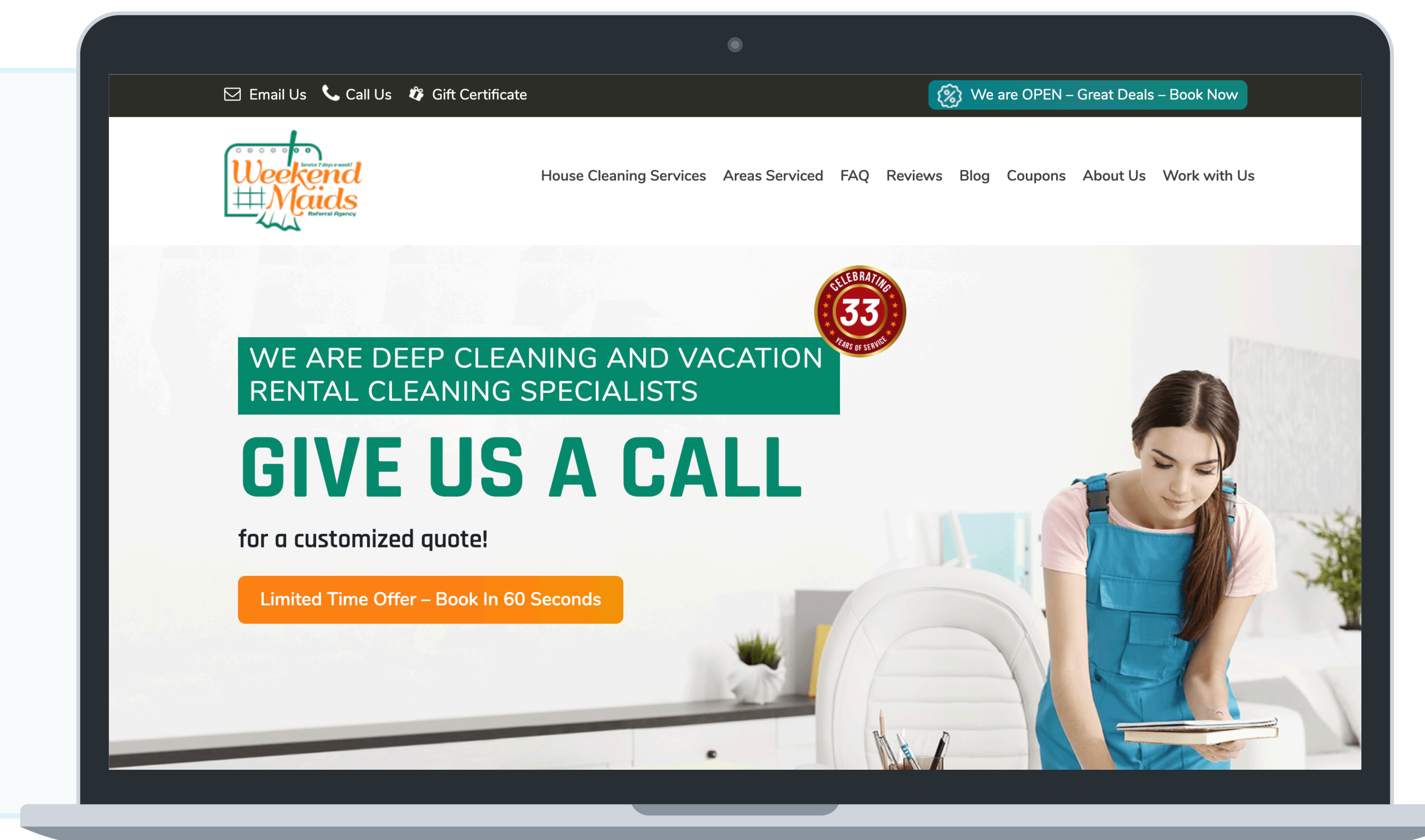
Weekend Maids Saw a 119% Increase in Conversions While Seeing CVR Rise by 44% and Cutting CPA by 53%

Weekend Maids is one of the largest personnel and housekeeping service agencies of its kind in California.

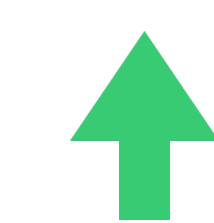
Prior to working with KlientBoost, Weekend Maids was struggled to find alternative avenues to increase revenue. Leveraging several strategies, including using SKAGs, Smart Bidding, and Geo-Targeting to restructure their campaigns, **Weekend Maids saw a triple-digit increase in their conversions while cutting CPA by 53%.** KlientBoost also helped Weekend Maids adapt by implementing CRO updates that indirectly refer to COVID.

How We Did It:

- Timely CRO Testing
- Single Keyword Ad Groups (SKAGs)
- Smart Bidding Testing
- Geo Targeting Improvements

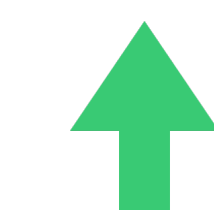


The Results



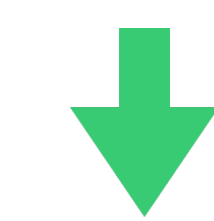
119%

Increase in Conversions



44%

Increase in Conversion Rate



53%

Decrease in CPA



“We are super happy with KlientBoost — thus far, the relationship is fruitful, and we are looking forward to new avenues of collaboration. I like that they have a dedicated account manager for us and that their fees are reasonable, which gives us the confidence to continue our partnership.”

Andy Agrawal – President | Weekend Maids