

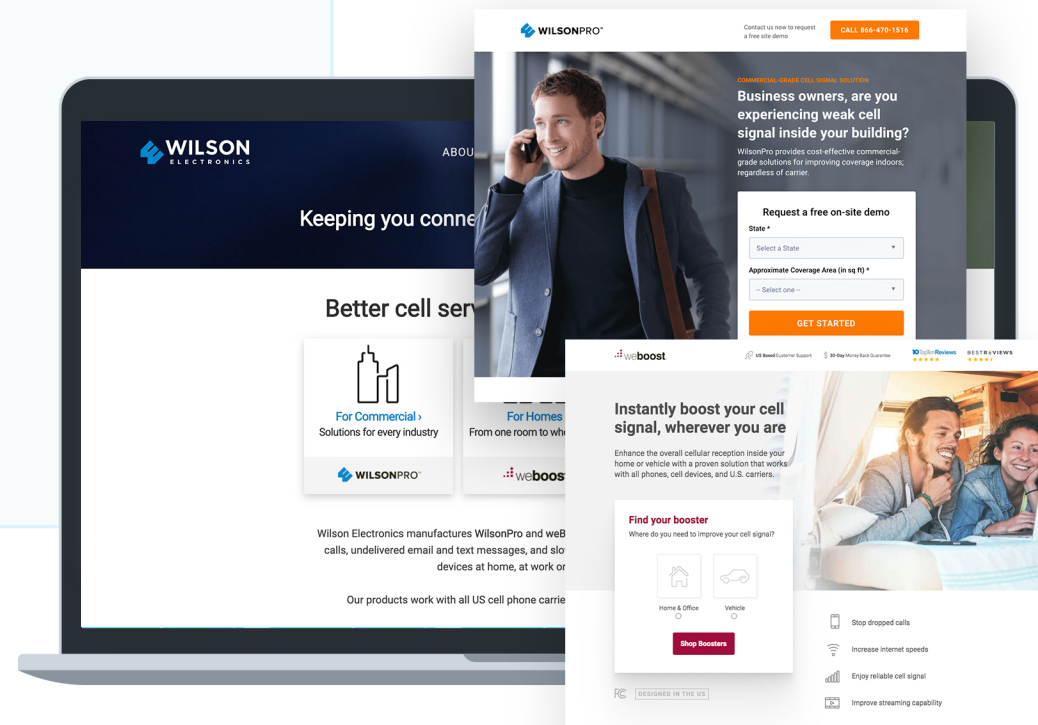
Learn How Wilson Electronics Gained 166% More Leads—at a 66% Lower Cost Per Lead

Wilson Electronics offers commercial-grade cell phone boosting power for greater connectivity. Its business customers rely on them for superior communications services.

Before partnering with KlientBoost, Wilson Electronics saw its costs escalating and lead quality declining. KlientBoost revamped the previous agency's approach to **drive 166% more leads at a 66% lower cost per lead (CPL) while simultaneously increasing the quality of the leads.** This led to 138% higher revenue than the yearly goal.

How We Did It:

- Keyword Tapering
- Single Keyword Ad Groups
- Landing Page Optimization
- Next Step Funnel Testing



The Results

↑ **166%**
Increase in Conversions

↓ **66%**
Decrease in CPA

↑ **Quality**
Increase in Leads

↑ **158%**
Increase in ROAS



“KlientBoost is a best-in-class agency. They are hungry and keep up-to-date with the latest in strategy, methodology and acumen. We have been using them for several months and they have lowered our Cost Per Acquisition, increased our amount of leads, and have kept to budgets religiously. I wish we had found them as an agency sooner.”

Brad Williams – Demand Generation Marketing Manager | Wilson Electronics