

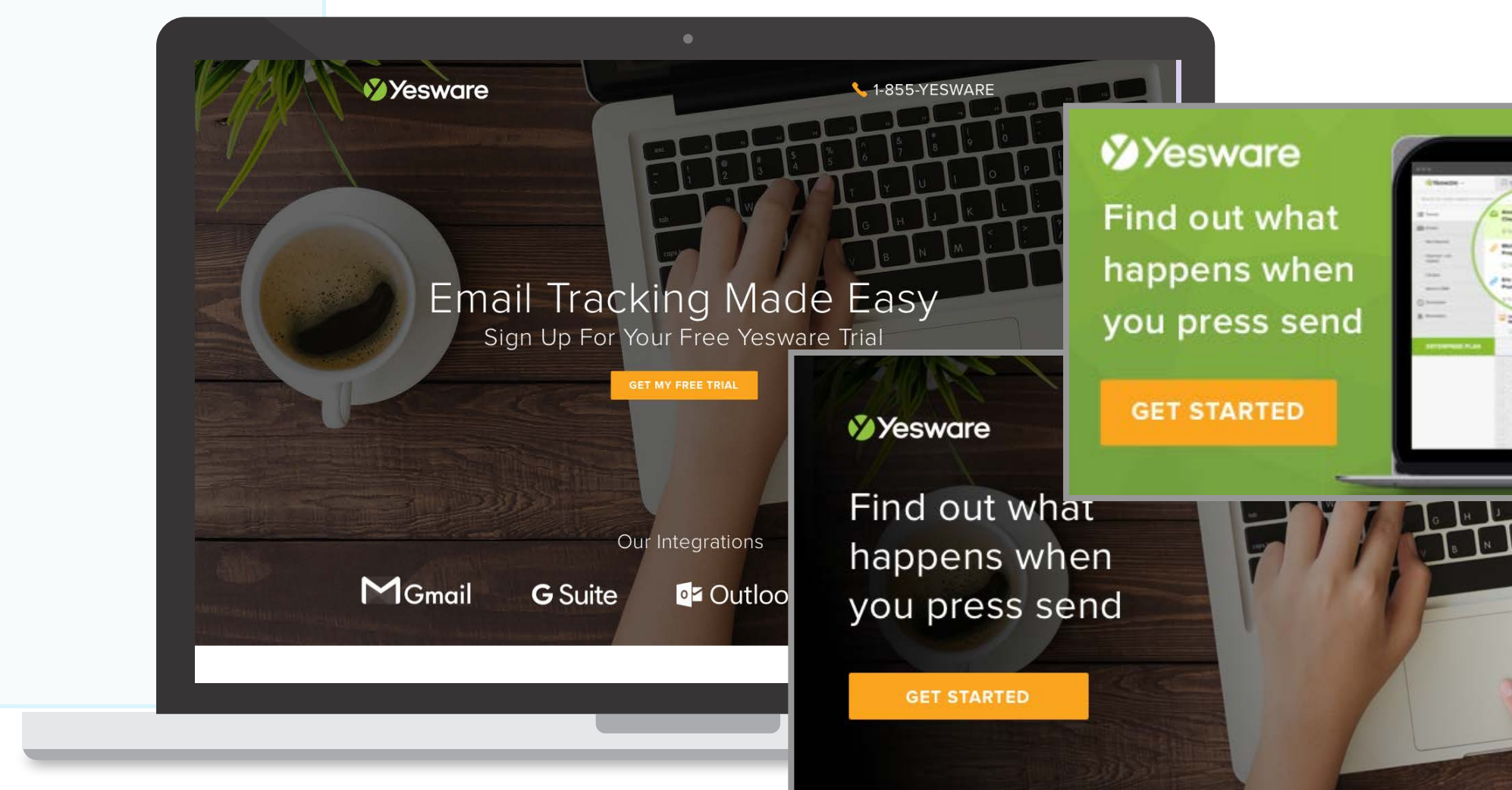
# How Yesware Increased Their Non-Branded Conversion Volume While Lowering Cost Per Acquisition In Just 3 Months

Yesware is a sales productivity platform to help organizations connect with prospects, track customer engagement, and close deals, straight from their Gmail or Outlook account.

Yesware came to KlientBoost looking to scale their PPC platforms in both budget, number of channels, and conversion volume, specifically in non-branded campaigns. Working together, we set a CPA goal for these types of campaigns, and after 3 months we hit this by **decreasing CPA by 35%** and improving landing page conversion rate by **407%** for a high volume page.

## How We Did It:

- Weekly Landing Page A/B Testing
- Utilized Single Keyword Ad Groups
- Expanded Through Multiple Channels
- Expanded Internationally



*Our goals with KlientBoost was to scale and grow through multiple channels while maintaining our planned CPA. During our relationship with KlientBoost we've seen them build out new tests and campaigns, grow campaigns through SKAGs, scale on channels and international, all while increasing conversion volume and decreasing CPA in the process.*

**Chris Tashjian**, Acquisition Marketing Manager @Yesware

## The Results

↓ **35%**  
Decrease in CPA

↑ **42%**  
Increase in Conversion Volume

↑ **48%**  
Increase in Conversion Rate