

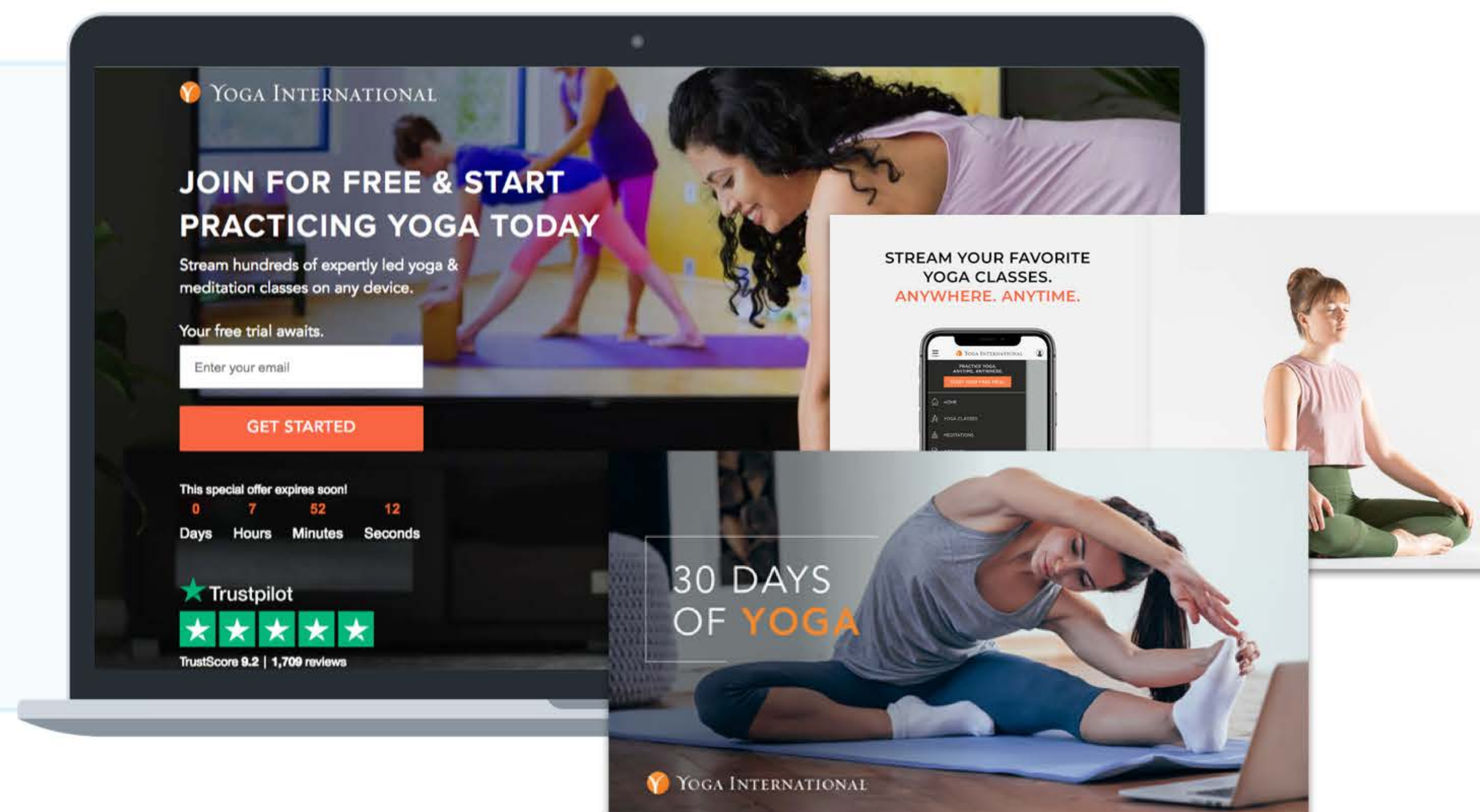
Yoga International Grows Membership By 115% While Decreasing CPA With KlientBoost

Yoga International is the world's largest online and on-demand yoga studio, with a user base of over 500,000 members. Their mission is to help make yoga and meditation more available, inclusive and accessible to all communities.

Their brand was widely recognized by yoga teachers, but they wanted to jumpstart their growth to make a bigger impact to the larger community. The business was growing, but scaling wasn't as effective as it could be. And the marketing team lacked the tools to effectively test campaigns and landing pages effectively. In just four months of working with KlientBoost, they saw an **20% decrease in Cost Per Acquisition (CPA)** and a **25% increase in conversion rates**, thus freeing up budget to further invest in growth.

How We Did It:

- Custom Designed Landing Pages
- Using Single Keyword Ad Groups
- Direct-Response YouTube Campaigns
- Campaign Budget Optimization
- 100+ Ad Variant Split Tests In Q1



The Results

↑ **115%**
Increase in Conversion Volume

↑ **25%**
Increase in Conversion Rate

↓ **21%**
Decrease in Cost Per Acquisition



“One of the biggest pain points for us, before KlientBoost, was that we didn't have the ability to cost-effectively scale our acquisition efforts. We needed the ability to quickly build better, high-converting campaigns and KlientBoost has proven to be the perfect partner to help us reach, and exceed our goals! Can't wait to see what the next year brings!”

James Bake - VP of Marketing | Yoga International