

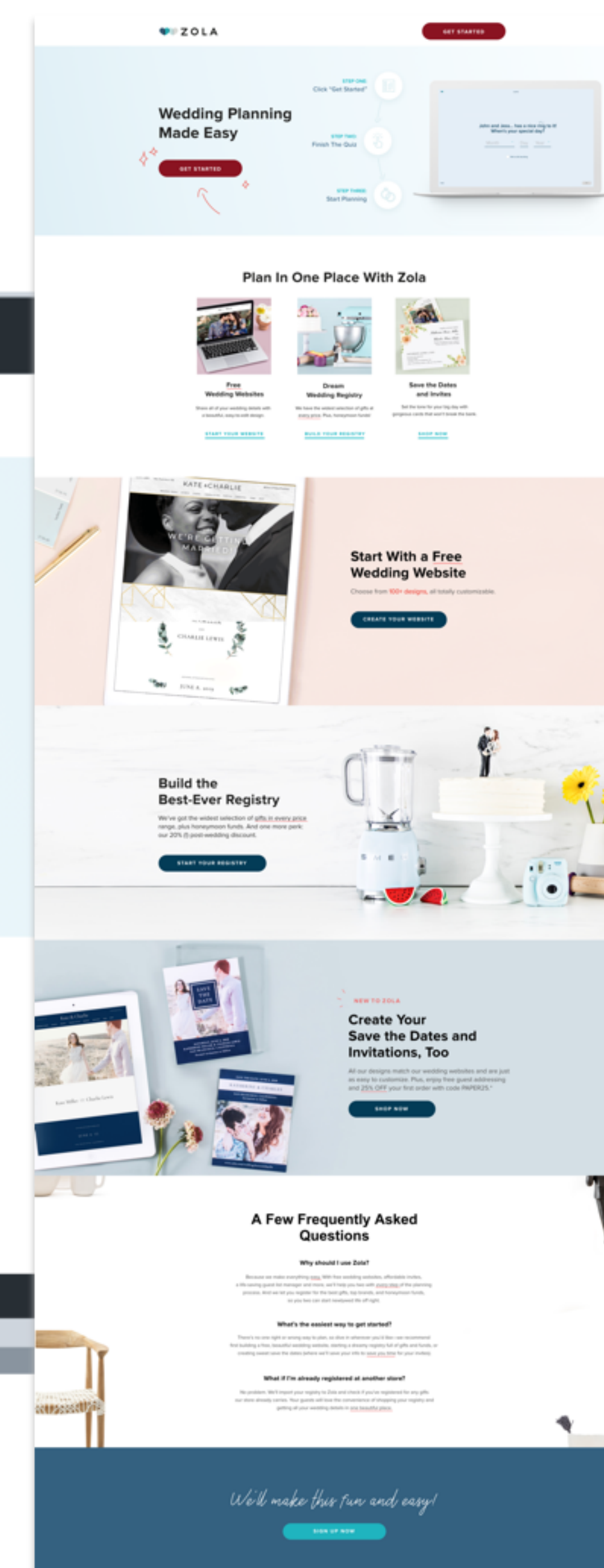
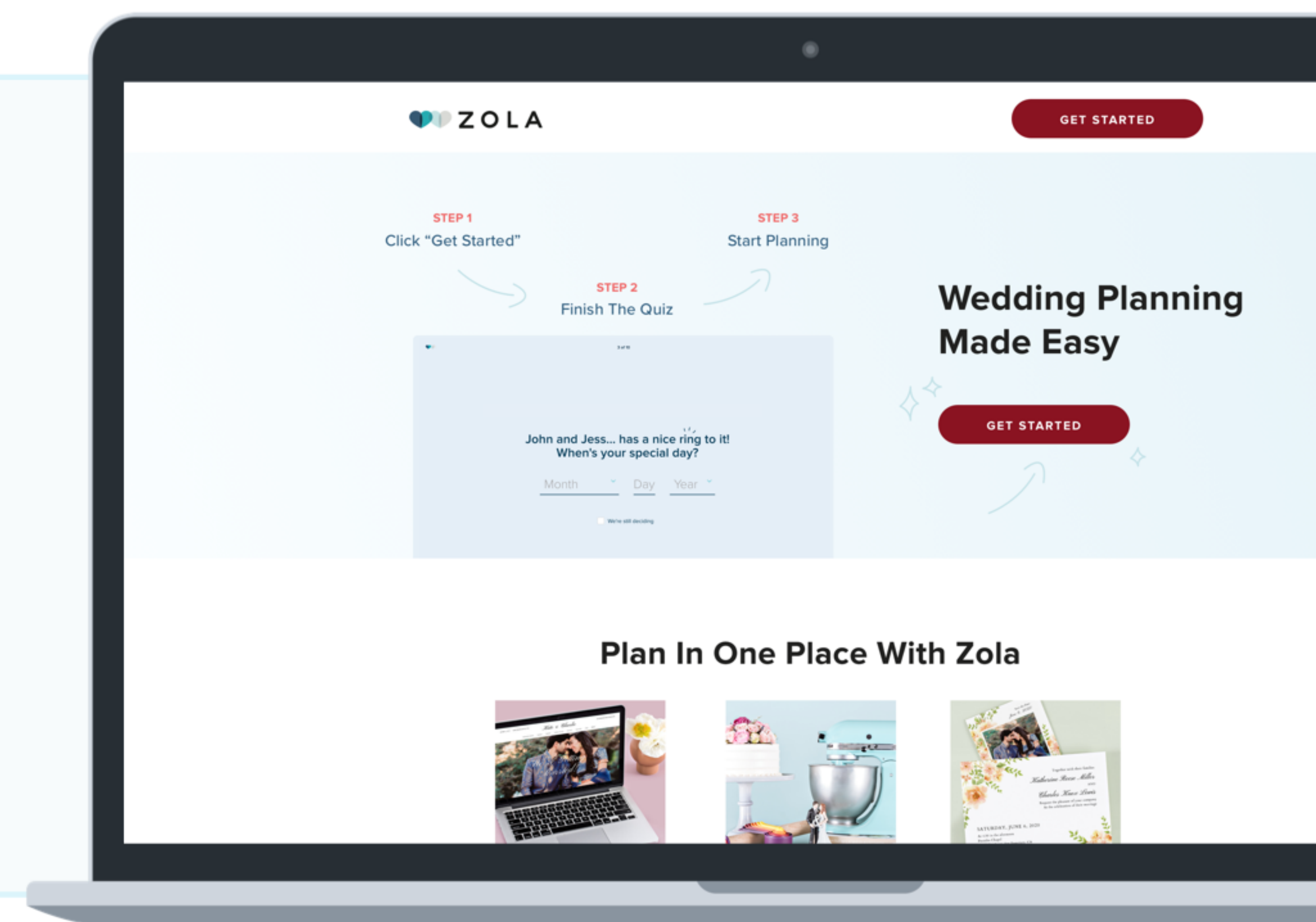
# The Wedding Company That'll Do Anything For Love Sees New CRO Insights

Already being ahead of the curve, Zola reached out to KlientBoost to speed up their conversion rate optimization efforts to lower their cost per acquisition and to increase their conversion volume.

Within the first couple of weeks of working together, a prioritized list of CRO tests with valid hypotheses were put together and executed as well. By adding as a bandwidth extender, KlientBoost helped Zola alleviate their internal bottlenecks. This has helped them **compound their results** today and in the future.

## How We Did It:

- PPC Temperature Analysis
- Hypothesis Testing
- Landing Page Development
- Landing Page Split Testing



## The Results

↑ New Traffic Groupings

↑ Scalability Options

↑ Challenging Recipes



"We were attracted to KlientBoost for a variety of reasons, but what really excited us was their speed and understanding the importance of maintaining brand in the direct response world they live in. By looking at our traffic mix, they were able to identify and prioritize which tests would have the highest lifts, all while removing us as a potential bottleneck."

Aaron Guyer - Director of Marketing | Zola