


How eWed Insurance Increased Click-Throughs And Decreased CPA


eWed Insurance provides wedding liability coverage for couples. They pride themselves on having the least expensive and most comprehensive wedding insurance available.

eWed Insurance needed help lowering their Cost per Acquisition in Google Ads. By using Single Keyword Ad Groups and testing new Smart Bidding strategies, KlientBoost was able to **increase Click-Through Rate by 163%** and decrease Cost per Acquisition by 37%.

The Results

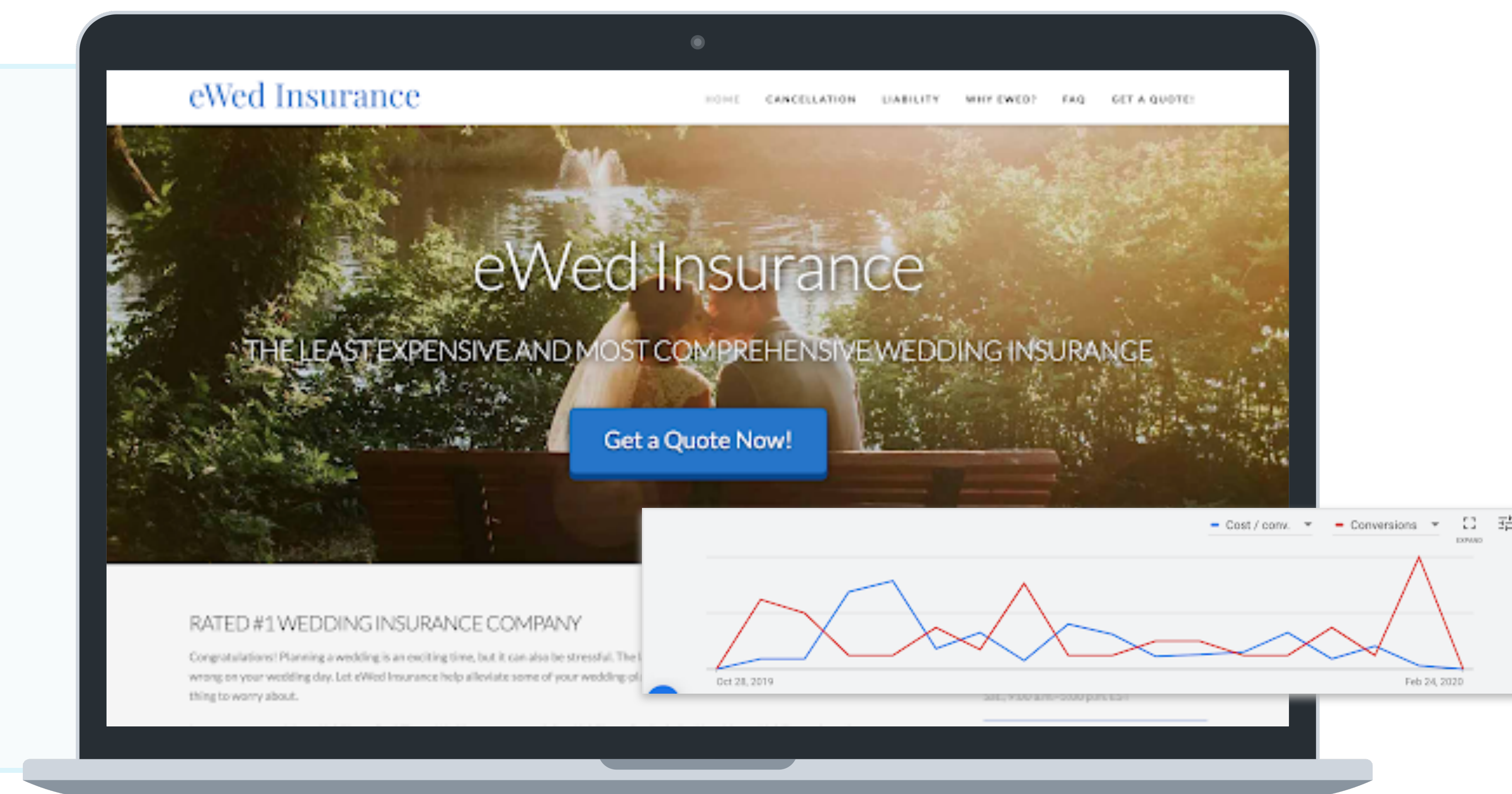
 **163%**
Increase in Click-Through Rate

 **7%**
Increase in Conversions

 **37%**
Decrease in Cost per Acquisition

How We Did It:

- Bidding Experiments
- In-Market Audiences
- Branded Campaign
- Single Keyword Ad Groups
- Responsive Search Ads



“Not only did the team at KlientBoost help lower my CPA but they really helped me understand my competitors and PPC in general. Working with KlientBoost has been a great experience.”

David Berke - Founder & CEO | eWed Insurance