

Kununu Surpassed Conversion Goals by 74% within Three Months while Slashing CPA by 28%

Kununu is the original employer rating platform and a leader in providing workplace insights that matter.

Before connecting with KlientBoost, kununu was struggling with bandwidth constraints. With KlientBoost, kununu was able to scale their digital marketing and lead generation **surpassing their goals by 74% in three months**. Leveraging SKAGs and landing page A/B testing and LinkedIn, kununu not only grew, but they also cut CPAs by 28%.

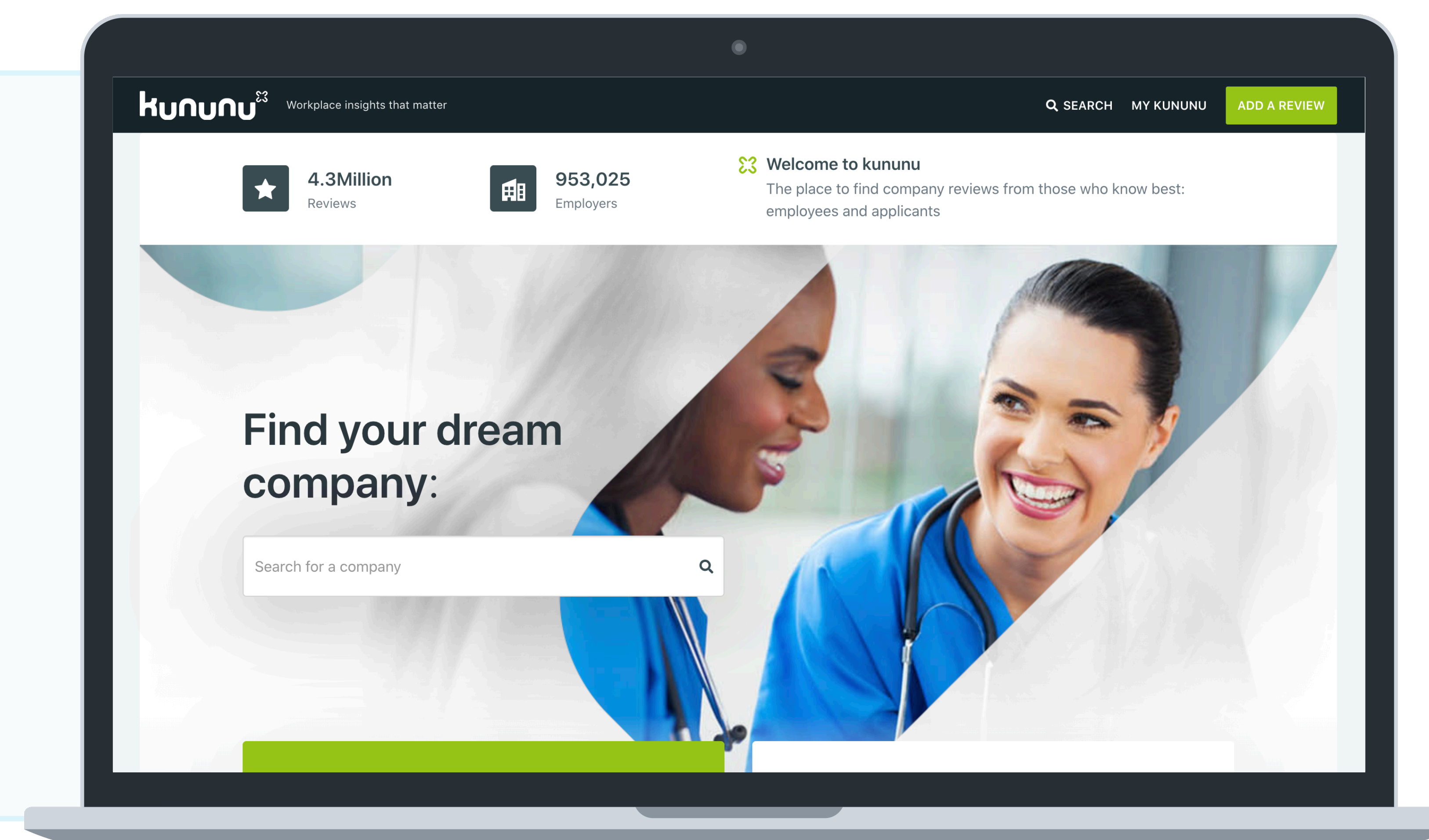
The Results

↑ **74%**
Beyond Goal Set

↓ **28%**
Decrease in CPA

How We Did It:

- Landing Page Optimizations
- LinkedIn Ads Testing
- Single Keyword Ad Groups



“Amazing PPC and CRO agency. Working with KlientBoost is a truly great experience. Their fee structure. Their strategic approach. Their creative approach. Each and every very talented member of their team. Whether dipping your toes in new channels or need to expand your current output greatly - check these guys out and give them a call!”

Ted Cooke – Senior Manager, B2B Digital Marketing | kununu