

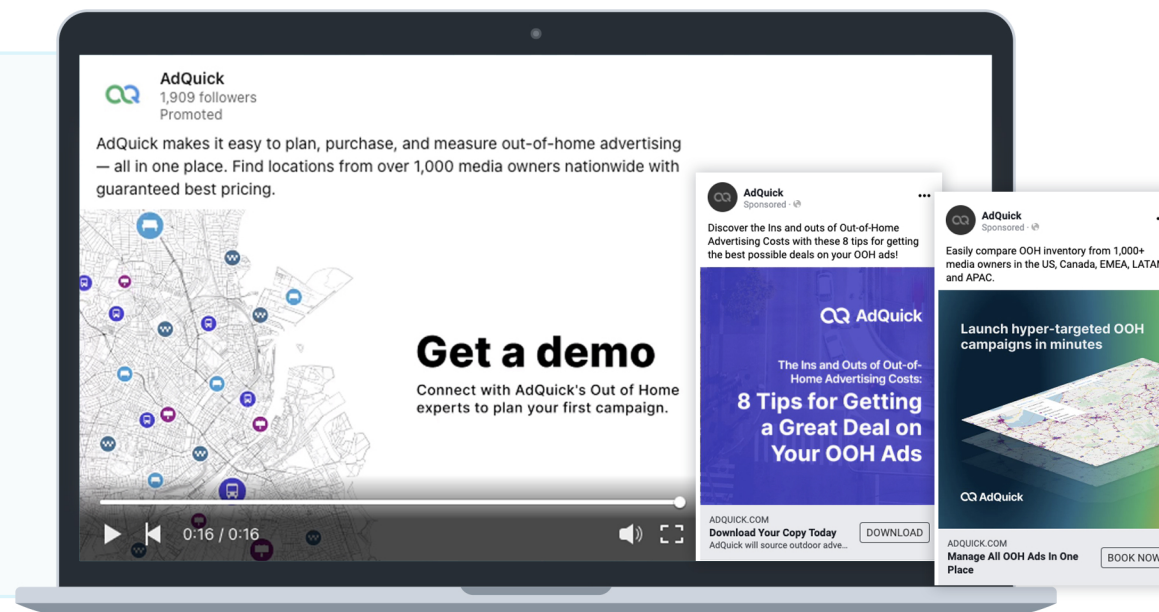
AdQuick Increased Their Conversions By 182% While Decreasing Their CPA By 59% Through Video Testimonials

AdQuick provides a simple way to purchase outdoor advertising by eliminating the time spent to plan and purchase a campaign. AdQuick strives to help brands benefit from outdoor advertising by providing a more modern and collaborative experience to their customers, by locating the best locations and markets, assisting in negotiating prices, managing the campaign to run smoothly, and provide analytics to evaluate the effectiveness of the campaigns.

AdQuick turned to the experts at KlientBoost to help them increase their leads while driving their costs down in the process. They agreed to let KlientBoost manage their PPC campaigns and run ads on their social media to get the results they wanted. **Using techniques such as video testimonials, dynamic search ads, and A/B testing ad copy, AdQuick saw a 182% increase in conversion while decreasing their CPA by 59% and their CPC by**

How We Did It:

- Video Testimonials
- Dynamic Search Ads
- E-Book Campaigns
- A/B Testing Ad Copy



We hired KlientBoost to help manage our existing PPC programs and help run experiments on paid social. Our goals were to drive down our CPL (cost per lead) and increase the number of MQL generated by our paid search and social programs. Since partnering with KlientBoost, we've dropped our CPL by 28% and increased our MQLs by 44% since starting. The team always provides us with outlined timelines and are always properly defining goals for our growth.

Chris Gadek – Vice President of Growth | AdQuick

The Results

↑ 182%
Increase in Conversions

↓ 59%
Decrease in CPA

↓ 78%
Decrease in CPC