

# Arkansas Federal Credit Union Increased Conversions By Almost 400% Through SKAGs and Automated Bidding Strategies



Arkansas Federal Credit Union provides checking accounts, home loans, auto refinancing, and more to residents of Arkansas. Arkansas Federal Credit Union is Arkansas' leading credit union with over 100,000 members.

In just the second quarter of working with KlientBoost, Arkansas Federal Credit Union was able to meet their 2020 goals for all loan products. With Arkansas Federal Credit Union's amazing loan products and KlientBoost PPC recipes, they reached their annual goal in just 6 months. In Q2 of 2020 conversions increased by 399% and CPA decreased by 64%.

## The Results

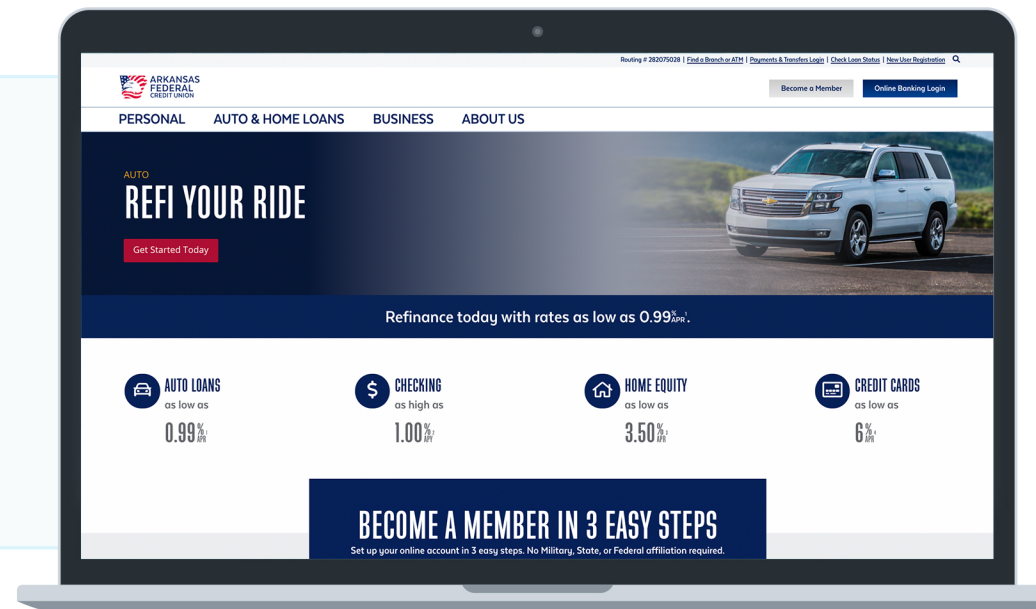
↑ **72%**  
Increase in Conversion Rate

↓ **64%**  
Decrease in CPA

↑ **399%**  
Increase in Conversions

### How We Did It:

- Call Only Campaigns
- Single Keyword Ad Groups
- A/B Testing Landing Pages
- Automated Bidding Strategies



"I definitely see the value that KlientBoost provides as our marketing partners. They really helped us understand the value of paid search and the impact it has on our business with member acquisition."

**Robert Blake** – Digital Marketing Manager | Arkansas Federal Credit Union