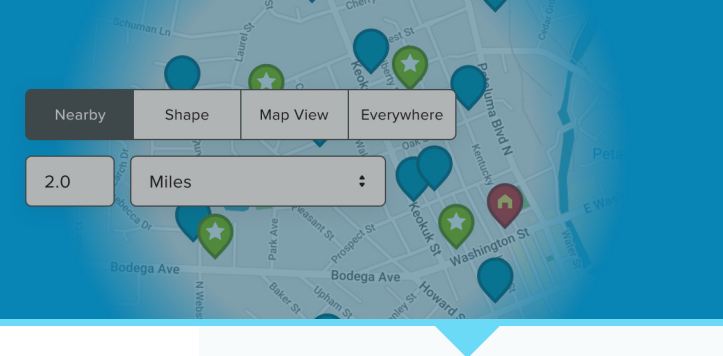


How Ascent Cloud Used The Breadcrumb Technique To Increase Their Conversions By 72% And Decrease CPA By 75%

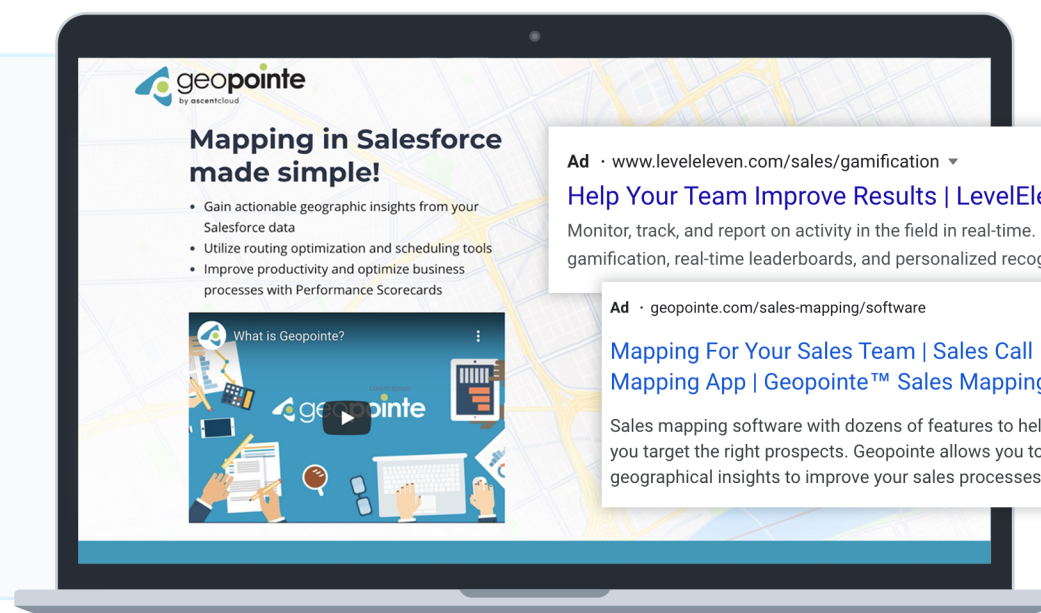


Ascent Cloud is passionate about helping modern sales teams improve their strategy every day with crafted solutions. By leveraging their geo-location app, Geopointe, which enables Salesforce users to gain data and analytical insights, as well as leveraging LevelEleven, their performance management solution, to provide crafted solutions to their 1,800+ customers.

Looking to expand and gain more business through digital advertising, Ascent Cloud needed help to effectively execute this, so they decided to work with KlientBoost to help them achieve that goal. Through Single Keyword Ad Groups and the Breadcrumb Technique, KlientBoost helped Ascent Cloud increase their conversions by 72% and increase their conversation rate by 55% while slashing their CPA by 75%.

How We Did It:

- Single Keyword Ad Groups
- The Breadcrumb Technique
- Responsive Search Ads
- Branded Search Campaigns



The Results

↑ 72%
Increase in Conversions

↑ 55%
Increase in Conversion Rate

↓ 75%
Decrease in CPA



"We were ready to branch into Google advertising but did not possess the skills in-house to effectively execute any type of digital advertising. We decided KlientBoost would be the best option for our organization. Digital advertising was something we'd want to try for a while and, with the impact of COVID, we were in need of new lead sources with in-person events being cancelled. Our Account Manager was always ready to shift and come up with new ideas to advertise these new uses of our solutions. They are continually looking for new ways to improve what's already been successful to bring us in more leads. We are a small organization but I don't ever feel like I'm treated like a small organization. Having so many people from KlientBoost show a vested interest in our success absolutely makes me want to invest more with them."

Cassie Dodd – Marketing Director | Ascent Cloud