

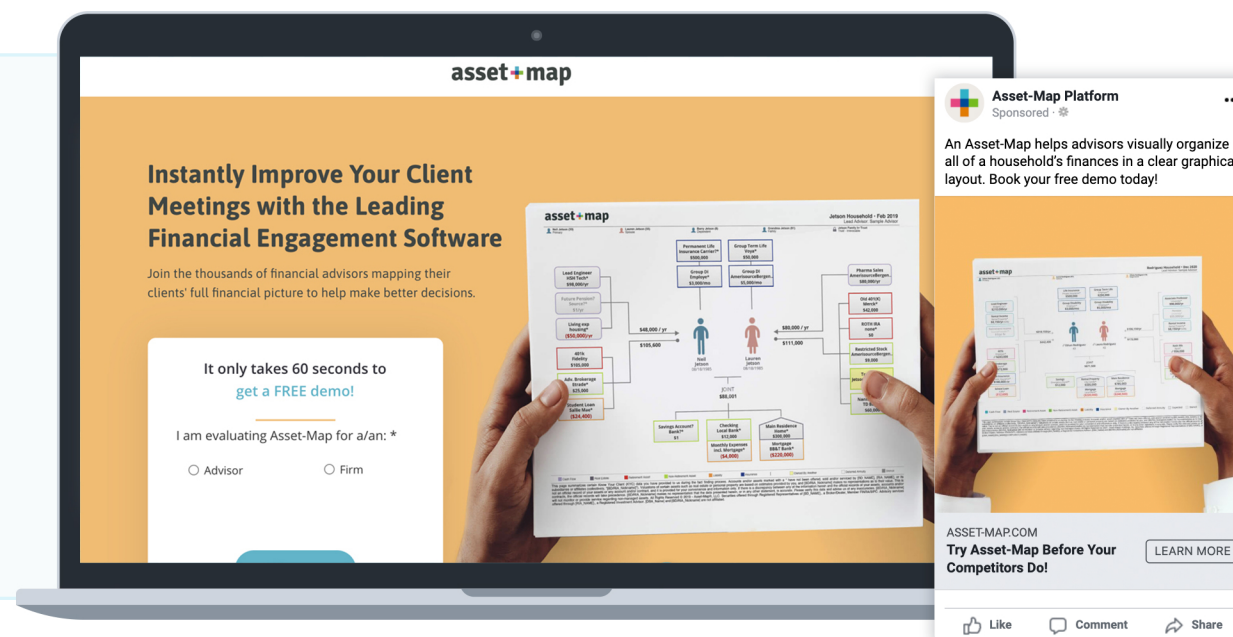
# Asset-Map Increased Their Conversions By 200% In Just 3 Months Through Facebook Dynamic Ads

Asset-Map is a software that financial advisors use to help their clients better understand their financial goals. Asset-Map has helped client's visualize their complete financial portfolio on a single page to make better decisions about their financial future.

Asset-Map wanted to grow their services by increasing their lead volume without going over their budget. They resourced KlientBoost to help them apply expert techniques to get the results they wanted. In just 3 months, Asset-Map saw a 200% increase to their conversions, a 67% decrease in CPA, and a 29% increase in conversion rate through Facebook dynamic ads, the breadcrumb technique, and landing page optimization.

## How We Did It:

- Facebook Dynamic Ads
- Landing Page Optimization
- Breadcrumb Technique
- A/B Tested Social Ads



## The Results

↓ **67%**  
Decrease in CPA

↑ **200%**  
Increase in Conversions

↑ **29%**  
Increase in Conversion Rate



"We needed help scaling our Google and Facebook campaigns to increase our lead volume. KlientBoost helped us clean up our campaigns as we previously struggled staying in budget to get the conversions we wanted. They have been essential in helping us get the leads our sales demanded way faster than we initially discussed. They blew us away with the amount of leads coming in while also decreasing our cost per lead substantially, which we were so excited to see. Our account manager is very knowledgeable and quick to respond to us. We very much value the team and support KlientBoost provides us as well as the transparency they display.

**TJ Hill** – Director of Marketing | Asset-Map