

Audien Hearing Increased Revenue By 13% & Increased Their Conversion Rate By 15% Through Single Keyword Ad Groups



Audien Hearing markets affordable, rechargeable hearing aids. Their high-quality hearing aids are sold straight from the factory to the customer to cut out the middlemen, which saves their customers thousands of dollars.

Audien Hearing was started because there was no affordable hearing aids on the market. They knew their target audience was searching for them, but they needed help building their brand awareness. Audien Hearing decided to turn to the experts at KlientBoost to help them implement and execute their campaigns to drive up results. Through single keyword ad groups, DSA campaigns, and bid strategy, Audien Hearing saw a 15% increase in conversion rate and a 13% increase in their revenue after working with KlientBoost.

The Results

↑ 15%
Increase in Conversion Rate

↑ 13%
Increase in Revenue

↑ 13%
Increase in Conversions

↑ 10%
Increase in CTR

How We Did It:

- Google Clean-up
- Single Keyword Ad Groups
- DSA Campaign
- Bid Strategy

The screenshot shows the Audien Hearing website with a navigation bar (Home, Hearing Aids, Reviews, Blog, Support, Track Order) and a main product page titled 'The Best Rechargeable Hearing Aid'. The product page lists features like 'Similar technology to \$5000 hearing aids' and 'Audiologists #1 recommended online hearing aid'. A 'BUY NOW - \$89' button is visible, along with a '30-Day Money-Back Guarantee'. A callout box highlights a hearing aid with a price of '\$4600/pair'. A Google Ad is overlaid on the bottom right, titled 'Audien Hearing: Best Cheap Hearing Aid Under \$100' with a description and links to 'Hearing Aids', 'Contact Audien Hearing', 'Rechargeable Hearing Aids', and 'EV3'.



“Our goal was to get regular split tests so we can improve conversion rate and increase revenue on Google Ads. We wanted a top-notch CRO agency and after extensive research we found KlientBoost to be the best. They've been diligent and detailed at expanding and optimizing our Google Ads account and they are now starting to work on our Bing account. They've added an additional \$100k/mo in approximate revenue so far. Their communication and their work is the most impressive. They've successfully scaled our ad accounts and have winning techniques!

Zack Hubbard - Chief Marketing Officer | Audien Hearing