

BigTime Software Increased Their Traffic By 87% And Increased Their Conversion Rate By 47% Through Keyword Tapering

BigTime Software is an all-in-one professional service automation software that helps companies keep track of their employee's time and expenses. Their computer software allows remote project management to be as seamless as possible by delivering real-time reporting to help project managers make confident decisions faster.

BigTime Software was ready to expand their marketing campaigns to drive more leads, but needed support in their paid search and social media strategies. BigTime Software's VP had prior experience working with KlientBoost, so they excitedly turned to KlientBoost for guidance & support to help strategize and execute their PPC and social strategies. Through keyword tapering, dynamic ads, and customized landing pages, **KlientBoost helped BigTime Software increase their traffic by 87%, as well as increase their conversion rate by 47%, while cutting their CPA by 33%.**

The Results

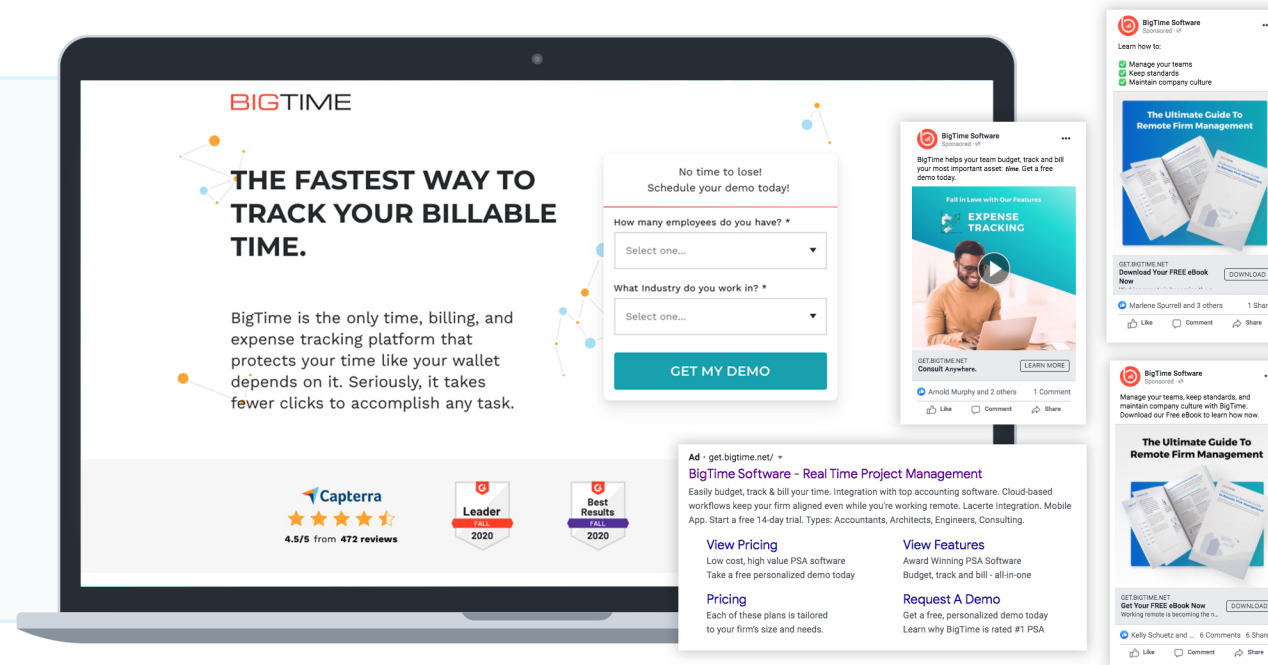
↑ **47%**
Increase in Conversion Rate

↓ **33%**
Decrease in CPA

↑ **87%**
Increase in Traffic

How We Did It:

- Single Keyword Ad Groups
- Keyword Tapering
- E-Book
- Dynamic Ads
- Customized Landing Pages



KlientBoost is filled with knowledgeable and friendly folks. They are just a super solid partner and we trust their opinions when it comes to this stuff! Our VP had worked with KlientBoost at another company and liked them so much that he recommended we work with them. We hired KlientBoost to help strategize and execute our paid search and social efforts. This allowed our internal team to focus on larger marketing campaigns. Our paid campaigns drive a significant amount of our MQLs and thanks to KlientBoost, it works really well within our greater marketing strategy.

Bridget Poetker - Digital Marketing Manager | BigTime Software