

# Arkansas Federal Credit Union Increased Their Conversions By 80% With The Help Of The Creative Studio Through AIDA Creative Audit



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

Arkansas Federal Credit Union wanted to update their creative images and videos on their landing page that KlientBoost was creating, so they decided to utilize the creative studio to refresh their landing page look. By using techniques such as AIDA creative audit, UGC videos, call only campaigns, A/B testing landing pages, and single keyword ad groups, Arkansas Federal Credit Union saw an 80% increase in their conversions and a 40% increase in their conversion rate along with a 170% decrease in their CPA.

## The Results

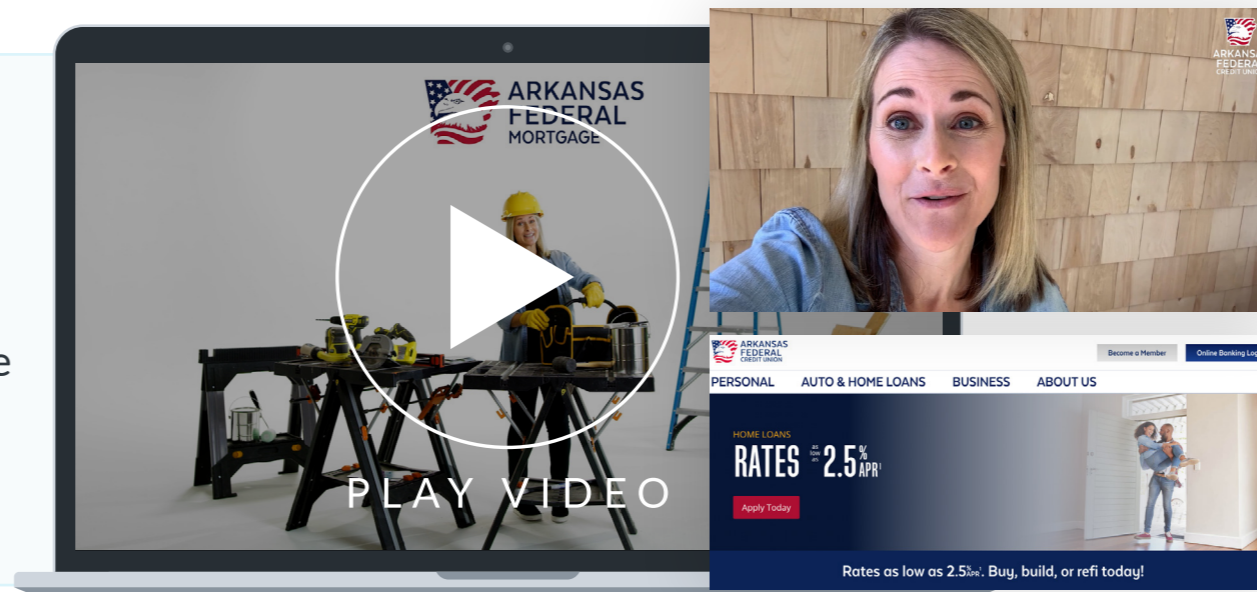
↑ **40%**  
Increase in Conversion Rate

↓ **170%**  
Decrease in CPA

↑ **80%**  
Increase in Conversions

### How We Did It:

- AIDA Creative Audit
- UGC Videos
- Videos Filmed On White Cyc Stage



*"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