

BigTime Software Increased Their Conversions By 47% With The Help Of Creative Studio Through 2D Animation Videos

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 resourced the talent of the creative studio to help them refresh their approach of their explainer video on their website. After creating a couple of 2D animated videos, conducting an AIDA creative audit, keyword tapering, and customized landing pages, the creative studio at KlientBoost helped BigTime Software achieve a 47% increase to their conversion rate as well as an 87% increase to their traffic 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:

- AIDA Creative Audit
- 2D Animated Videos



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 allows our internal team to focus on larger marketing campaigns. Our paid campaigns drive a significant amount of our MQLs and works really well within our greater marketing strategy.

Bridget Poetker - Digital Marketing Manager - BigTime Software