

# Community Tax Increased Their Conversion Rate By 30% Through Customized Campaigns

Community Tax is a national tax resolution leader that strives to assist taxpayers and businesses with their financial needs through their community of experienced and verified tax professionals. Their services range from tax resolution to preparation, bookkeeping, accounting, and payroll that is backed by license attorneys, CPAs, and enrolled agents to help their customers get their financial lives back on track.

Community Tax was looking for ways to expand their reach to help more people with financial problems and knew they needed to improve their PPC campaign. They turned to the PPC experts at KlientBoost to take over their campaigns and make it more efficient. In a few months, **Community Tax saw an increase in their conversion rate by 30% and a 6% increase in conversions through match type campaigns, single keyword ad groups, smart bidding, and customized campaigns.**

## The Results

↑ **30%**  
Increase in Conversion Rate

↑ **6%**  
Increase in Conversions

### How We Did It:

- Match Type Campaigns
- Customized Campaigns
- Single Keyword Ad Groups
- Smart Bidding



*We hired KlientBoost to take over our PPC campaign to scale it and make it more efficient. They are constantly in touch regarding performance and looking for ways to improve the campaign. Our rep is very attentive, open to suggestions, and has a great attitude. She is eager to do well with the campaign.*

**Jacob Dayan** – CEO | Community Tax