

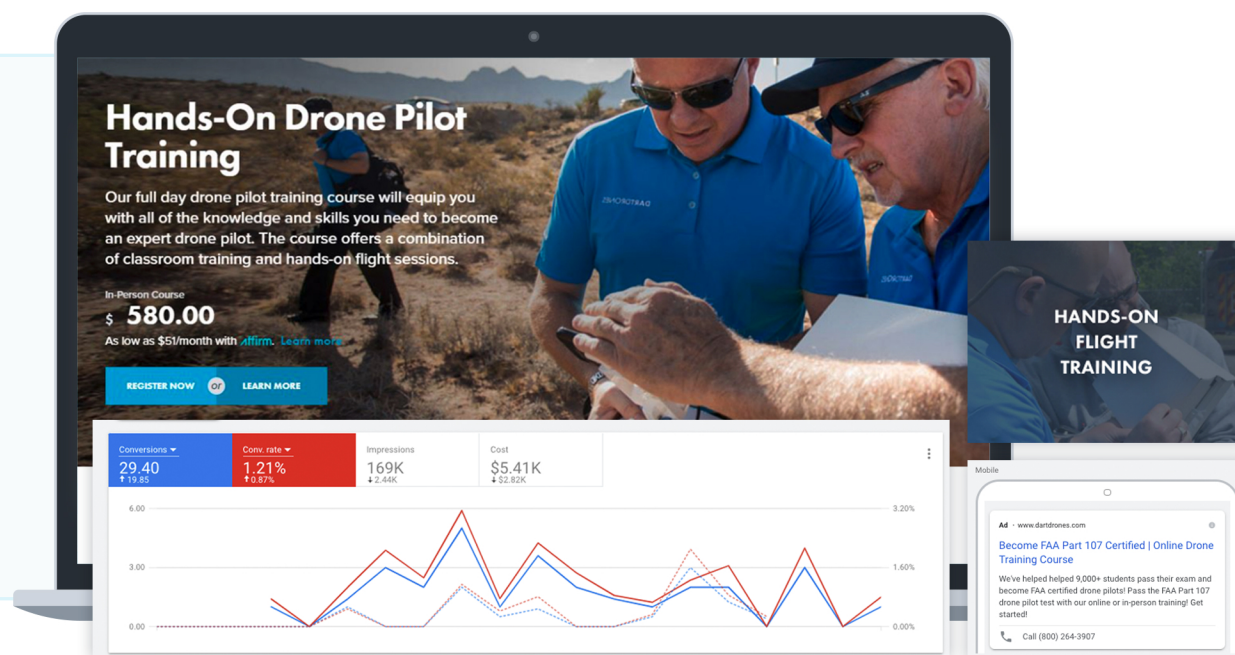
How DARTdrones Accomplished A 223% Increase In Conversions While Decreasing Their CPA By 65% Through Account Restructuring

DARTdrones is a national flight school for drone pilots that offers high-quality drone training. Their comprehensive training programs are customized to fit enterprise clients, government agencies, public safety departments, and individual pilots. They also offer a wide variety of training programs, such as in-person flight training, commercial remote pilot licensing, and thermal imaging that are taught by their expert instructors.

DARTdrones knew they could grow their brand even more through PPC campaigns, but they were skeptical on the techniques that they could apply to scale the results that they desired. They teamed up with the experts at KlientBoost to help them manage their PPC campaigns, and through **account restructuring, geo-targeted campaigns, and single keyword ad groups, DARTdrones increased their conversions by 223%, and increased their traffic by 400%, while reducing their CPA by 65%.**

How We Did It:

- Gated Landing Pages For Purchases
- Streamlined Checkout Process
- Single Keyword Ad Groups
- Geo-Targeted Campaigns
- Revamped Ad Extensions



The team at KlientBoost really cares about our business succeeding. We have weekly calls to update us on what techniques they are using to drive our results up, and are transparent with us on what works and what hasn't been working. We really appreciate that transparency and honesty. We've seen a massive influx of traffic that we haven't seen prior to KlientBoost that has led to a huge increase in our conversions while decreasing our CPA.

Abby Speicher - CEO & Co-Founder | DARTdrones

The Results

↑ 223%
Increase in Conversions

↓ 65%
Decrease in CPA

↑ 135%
Increase in Conversion Rate

↑ 400%
Increase in Traffic