# Delphix Increased Their Conversions By 23% While Reducing Their CPC By 72% In Just 3 Months

Delphix is the industry leader in programmable data infrastructure, providing an API-first data platform for digital transformation. Delphix can support all apps from cloud-native to legacy mainframe, and automate complex data operations to API-first data platform for multi-cloud, that can support all apps integrate modern toolchains through their seamless software.

Before resourcing KlientBoost, Delphix searched for an agency that was data-driven, transparent, and had the expertise to increase their conversions without breaking their budget. KlientBoost hit the ground running using techniques such as **tCPA bidding strategies, branded keywords, RLSA campaigns, and demo campaigns to increase Delphix's search impression shares by 177%, and increase their conversions by 23% while reducing their CPC by 72% in just 3 months.**

How We Did It:

- tCPA Bidding Strategies

- RLSA Campaigns

- Branded Keywords

- Demo Campaigns

- White Paper Campaigns

The Results

↑ **23%**
Increase in Conversions

↓ **72%**
Decrease in CPC

↑ **177%**
Increase in Search Impression Shares
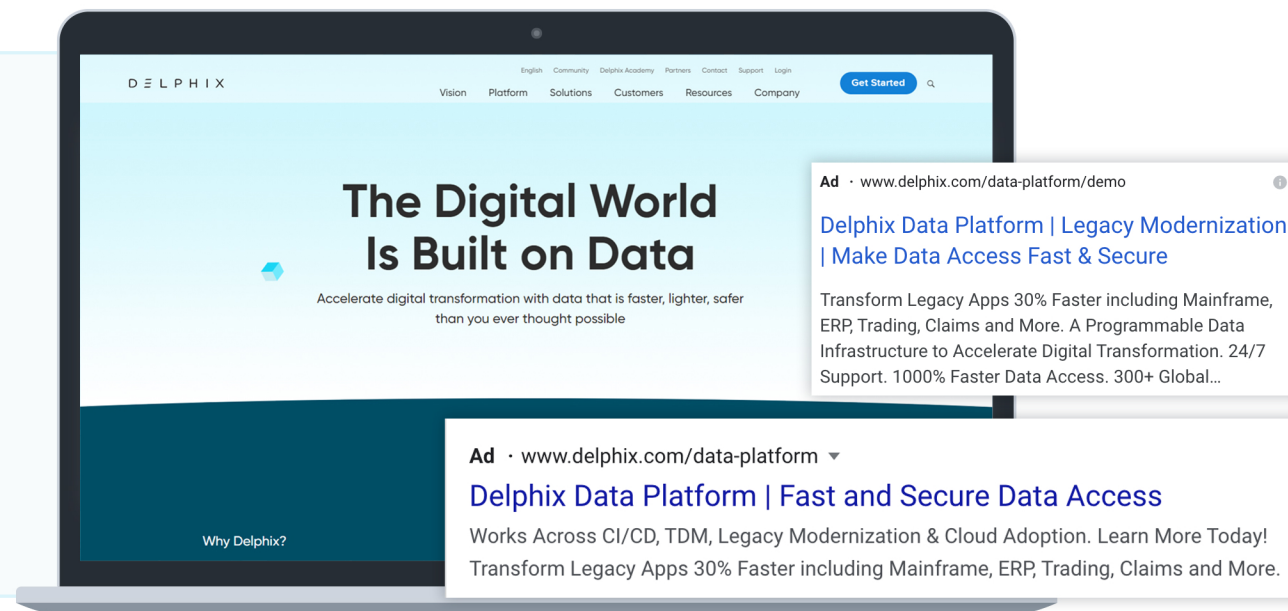
> "We wanted to get expert help to support our in-house marketing as we did not have the full capabilities to manage and execute our PPC campaigns. Working with KlientBoost has been a great experience. They are very transparent and data-driven which is what we value the most when it came to choosing the right partner. We have weekly meetings with our account manager, who is very knowledgeable in what she does. We admire their excellent communication and how hard-working they are in getting us the results we want.

Jacob Severson – Senior Digital Marketing Manager | Delphix