

Dorm Room Movers Were Able To Increase Their Conversions By 78% In 1 Month Through Dynamic Keyword Insertion

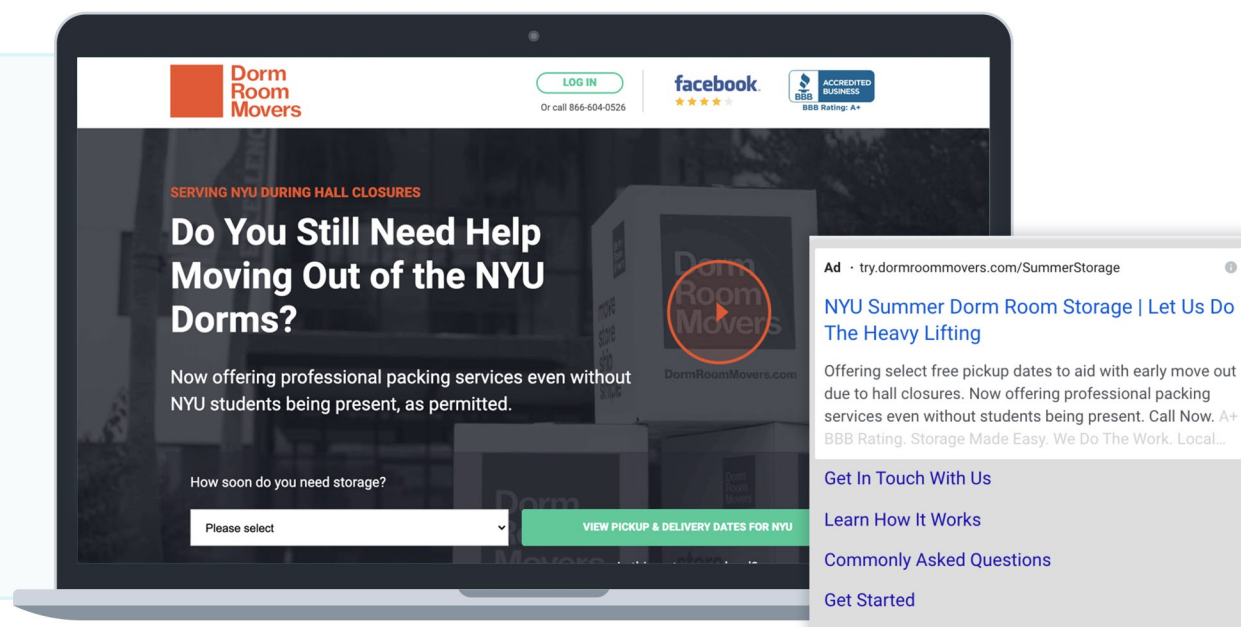


Dorm Room Movers provides full-service moving, storage & shipping services for college students nationwide. From summer storage to shipping boxes back home, Dorm Room Movers alleviate the stress and time it takes to coordinate moving and allows students to worry about school, not moving.

When the pandemic hit and forced a stay at home order in early 2020, Dorm Room Movers had to pivot their digital marketing campaigns. Working with KlientBoost, they were able to quickly develop and execute their digital campaigns to continue reaching customers that needed their service. Using techniques like dynamic keyword insertion, single keyword ad groups, and remarketing list for search ads, **Dorm Room Movers saw a 78% increase in conversions as well as a 68% increase in their conversion rate and a 19% increase in their CTR in just 1 month.**

How We Did It:

- Single Keyword Ad Groups
- Dynamic Keyword Insertion
- Remarketing List For Search Ads
- Smart Bidding



We engaged KlientBoost to expand on and manage our seasonal digital marketing efforts. After our thoughtfully planned out campaign was created and launched, we quickly needed to pivot due to the changes brought by COVID-19. The KlientBoost team rapidly developed new creatives and deployed them among the ads. As a result, we were able to stay relevant during this time and continue to reach customers that needed our services. During the ramp-up to our season, we met frequently via video calls to discuss progress and ensure the development was on target. Their dedication and commitment to the client's success are very impressive. I always feel that our account manager Chris is committed to the cause even when it means significant amounts of effort to get the job done.

Leor Lapid - Co-Founder | Dorm Room Movers

The Results

↑ 78%
Increase in Conversions

↑ 68%
Increase in Conversions Rate

↓ 8%
Decrease in CPA

↑ 19%
Increase in CTR