

Edwards Lifesciences Saw A Staggering 228% Increase To Their Conversions Through Customized Landing Pages

Edwards Lifesciences, the global leader in the medical device industry, is known for their innovative developments in finding solutions for the cardiovascular world. By partnering up with clinicians, Edwards Lifesciences has expanded the boundaries of medical technology to provide devices that help patients live a longer and healthier life in the areas of structural heart disease and critical care monitoring.

Edwards Lifesciences reached out to KlientBoost to see if partnering up with them would benefit their business. Since partnering up with KlientBoost, **Edwards Lifesciences has seen a massive influx in their conversions by 228% and a staggering decrease in their CPA by 78% in just 3 months.** KlientBoost was able to achieve these high results using techniques such as customized landing pages, dynamic ads, Facebook power 5, CRO techniques, and A/B testing the landing page that also resulted in a 59% increase in CTR.

The Results

↓ **78%**
Decrease in CPA

↑ **228%**
Increase in Conversions

↑ **59%**
Increase in CTR

How We Did It:

- Customized Landing Pages
- Dynamic Ads
- Facebook Power 5
- A/B Tested Landing Pages

