

Finning Increased Their Conversions By 86% While Reducing Their CPA By 24% Through Smart Bidding

Finning is a respected and world-wide caterpillar equipment dealer that is a staple in industries such as construction, mining, petroleum, and forestry. Their infrastructure enables them to deliver parts and perform services for their customers at a low-cost enabling their clients to save time and money.

Being a well-known caterpillar equipment dealer and having a world-wide collection of loyal customers, Finning decided to grow more on a macro-level through digital marketing. They chose to work with KlientBoost to help them create a game plan and execute it together. Through techniques like smart bidding, campaign restructuring, N-Gram scripts, and single keyword ad groups, KlientBoost helped Finning gain an 86% increase in conversions and a 100% increase in search impression share all while decreasing their CPA by 24%.

How We Did It:

- Smart Bidding
- Campaign Restructuring
- Ad Copy
- Single Keyword Ad Groups
- N-Gram Scripts



Working with KlientBoost has been the best. They have helped us surpass our goals that we initially discussed and continue to provide new techniques to improve our results. They have exceptional communication and I really enjoy their attitude and drive to helping us succeed. It feels like we have a team that backs us up and they are very transparent when they don't know the answers. They bring in more people to the team to help us answer questions or any trouble-shoots we may have. They are simply the best.

Echo Lee - Senior Manager, Digital Marketing | Finning

The Results

↑ 86%
Increase in Conversions

↓ 24%
Decrease in CPA

↑ 25%
Increase in Conversion Rate

↑ 100%
Increase in Search Impression Share