

How Mathnasium Increased Their Conversions By 191% Through Custom Intent Campaigns



Changing Lives Through Math™

Mathnasium lives by its core mission: teach children math so they understand it, master it, and love it. They strive to help students understand math through their customized learning plans that fit each student's needs, in order to build the student's confidence, and aim to change the world, one child at a time. With over 1,000+ locations on four continents, Mathnasium provides their services from Pre-K through high school.

Mathnasium being the nation-wide leader in math tutoring, was in search of finding a reliable expert they could partner up with to help them achieve the results they wanted through their PPC campaigns. They confidently turned to the experts at KlientBoost to help manage and execute their PPC campaigns on Bing, Google, and Facebook. Using techniques like custom intent campaigns, display remarketing campaigns, and single keyword ad groups, **Mathnasium saw a 191% increase in their conversions, and a 49% increase in their conversion rate while decreasing their CPA by 40%.**

The Results

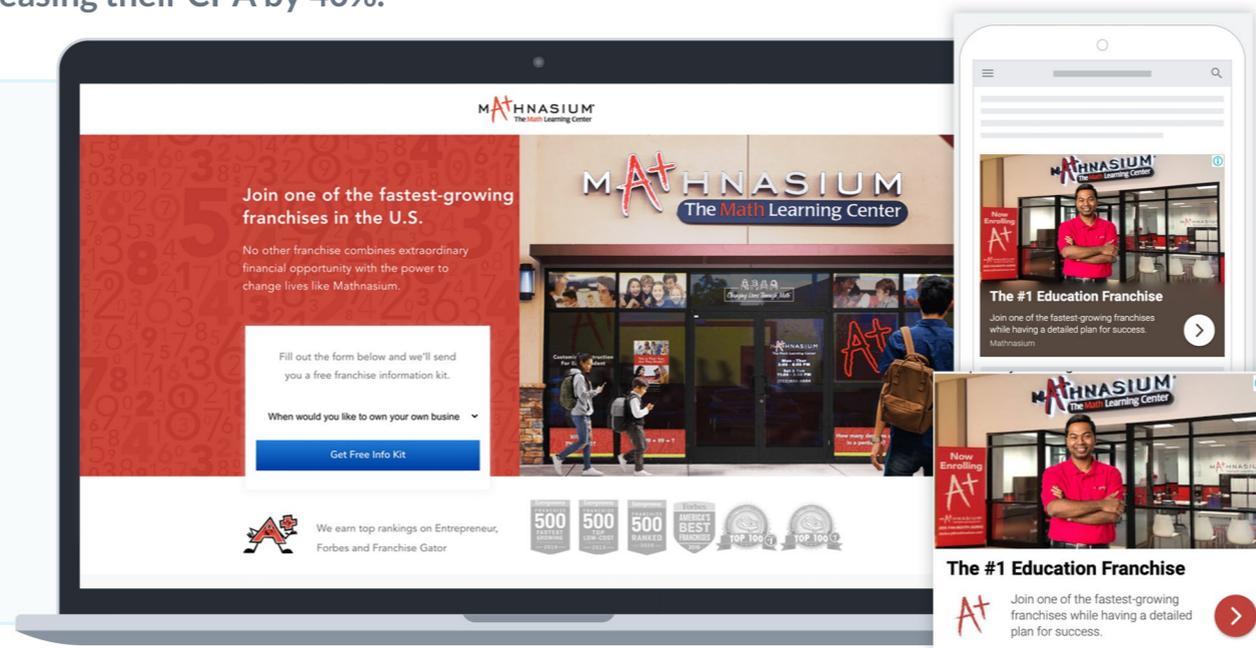
↓ **40%**
Decrease in CPA

↑ **191%**
Increase in Conversions

↑ **49%**
Increase in Conversion Rate

How We Did It:

- Custom Intent Campaign
- Display Remarketing Campaign
- Single Keyword Ad Groups
- Bid Adjustments
- Geo-Targeting



We were looking for true experts in paid search that had a significant amount of experience handling large budgets and results to back up their ability to spend budgets. They built and executed our paid search plan on Bing and Google, and they managed our paid social strategy for Facebook. One particular campaign objective was to generate 2,000 leads per month in the specific geographic locations (zip codes) that were identified as open territories. Not only did KlientBoost meet this expectation, they blew it out of the water. Our CEO was very impressed by the month-over-month growth in leads and the lead quality was reported as higher than before we brought KlientBoost on. Additionally, we had another project that was much more challenging. We need to set up paid search campaigns in 50 international countries. KlientBoost successfully set up these campaigns in other languages with the support of Google's team and helped us with all translation and education around the differences of these international markets. The results of the engagement exceeded our initial expectations. We did not think we'd find such a committed partner. Their insights, educational materials and willingness to spend time teaching us was incredibly valuable.

Esti Ross – Franchise Development Marketing Manager | Mathnasium