

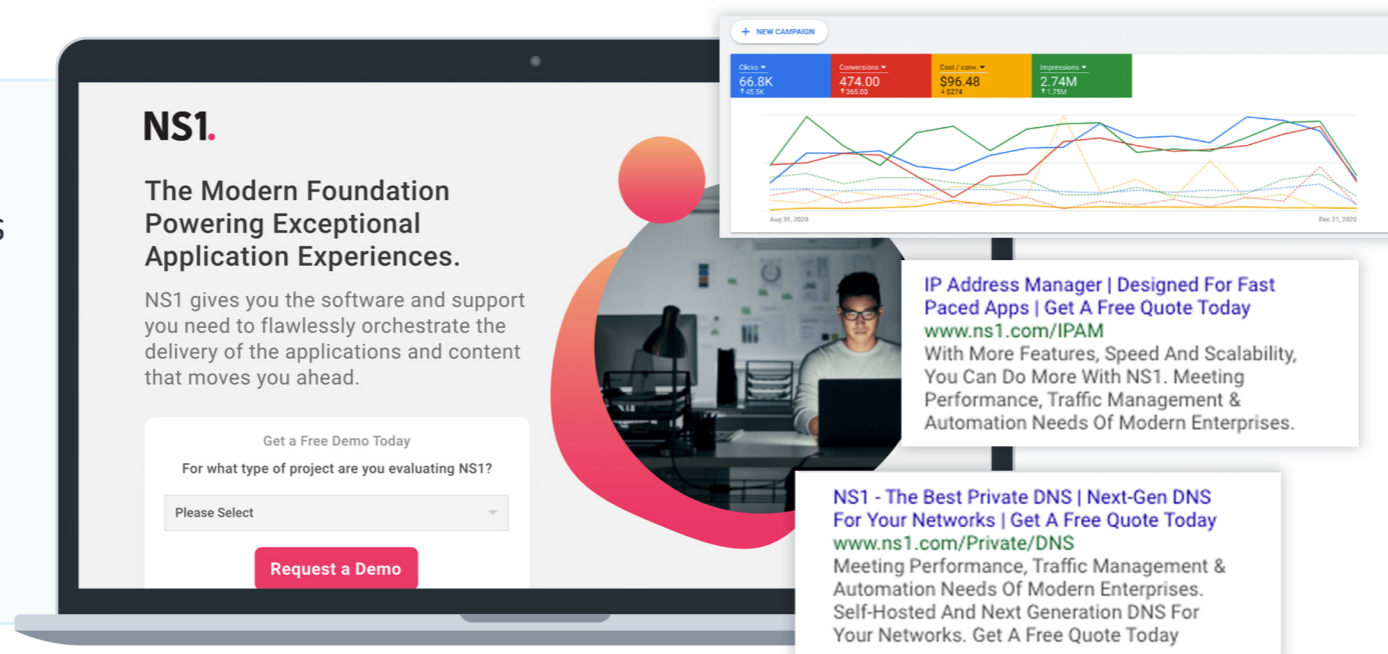
NS1 Increased Conversions By Almost 500% While Cutting Down CPA by 74%

NS1 strives to provide precision control to mission-critical applications on the internet. With their ingenious DNS and traffic management platform, NS1's complete platform technology supports infrastructure, application, and network data to ensure optimal performance and reliability to their clients.

NS1 is a one-stop-shop when it comes to internet and enterprise applications. NS1 knows they have an edge with the service they provide that allows their clients to reach out to them to troubleshoot any problems they encounter, whether for a work from home situation or live-streaming game events for millions, NS1 felt ready to grow and increase their service demand. They hired KlientBoost to help them increase their conversions without breaking the bank. The results blew them away. **NS1 saw a 466% increase in conversions and a 97% increase in CTR while decreasing their CPA by 74%.**

How We Did It:

- Single Keyword Ad Groups
- Detailed Ad Copy
- Intent Bucket Campaigns
- N-Gram Script
- Negative Keyword List



The Results

↑ **466%**
Increase in Conversions

↓ **74%**
Decrease in CPA

↑ **97%**
Increase in CTR



KlientBoost came highly recommended by multiple companies in our space. The scope of work extended beyond just looking at campaign architecture and keywords used in Google Ads to also include landing page performance and their entire user journey, from which keyword is grabbing their attention to what they respond to the best to opportunity creation. KlientBoost is truly a partner, not just a vendor. They focused on getting to know the product and offering in order to provide better assets and better understanding of the user experience. They even spent time with our internal product and product marketing teams to understand our marketing positioning. It was a great experience overall."

Jess Bahr – Sr. Director, Growth & Analytics | NS1