

Owning Increased Their Conversions To Almost 70% While Cutting CPA Down To 52%

Owning provides mortgage and real estate services to its clients. Whether you need help refinancing your house, selling your house or finding a new place to call home, Owning strives to bring trust and simplicity to its clients mortgage and real estate needs.

Owning knew they had the right staff to handle an influx of leads and convert them into customers. They wanted to draw in more leads, but realized they needed an extra pair of hands to manage their digital marketing campaigns. They knew they needed expert guidance to reel in those qualified leads and through extensive research, Owning hired KlientBoost to achieve those results. Using techniques such as offline conversion tracking, dynamic ad copy testing, and multiple ad platform testing, KlientBoost helped Owning lower their CPA by 54%, and increased their conversions by 69%.

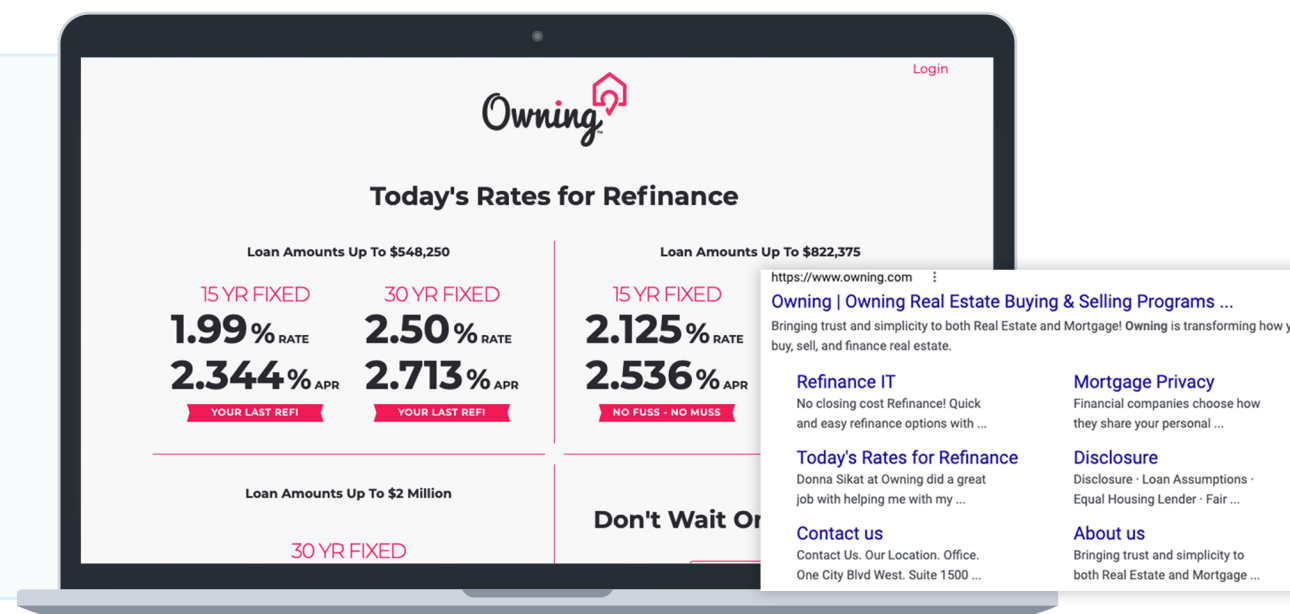
The Results

↑ **69%**
Increase in Conversions

↓ **52%**
Decrease in CPA

How We Did It:

- Offline Conversion Tracking
- Dynamic Ad Copy Testing
- Multiple Ad Platform Testing
- Landing Page Split Testing



“Since January 2020, KlientBoost started from nothing to generating over 100+ leads a day with a respectable quality lead conversion rate. This is the first time in my experience using an agency where our interests have been aligned in creating more profit rather than more leads.

Chief Marketing Officer | Owning