

PTO Exchange Increased Conversions By 552% Within 5 Months While Decreasing CPA By 88%



PTO Exchange is an innovative platform that converts employee's unused paid time off hours into valuable assets, such as retirement accounts, student loan repayment funds, or travel awards. They are offering creative ways to allow employees to decide how to use their benefits tangibly.

Looking for guidance to generate more leads to fill their pipeline without breaking their budget, PTO Exchange hired KlientBoost to drive those opportunities forward. Through KlientBoost's efforts, **PTO Exchange saw a 552% increase in conversions and an 88% decrease in CPA within 5 months.** Through multivariate testing download offers and targeting a specific audience, PTO Exchange was glad they chose to work with KlientBoost to help them get these results.

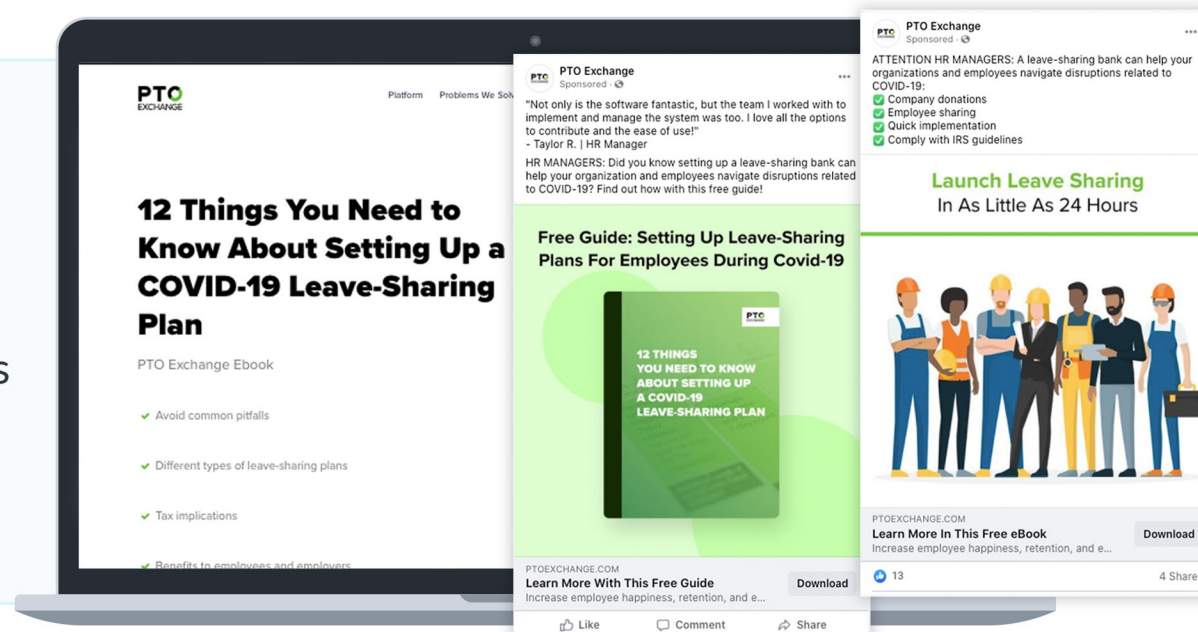
The Results

↑ **552%**
Increase in Conversions

↓ **88%**
Decrease in CPA

How We Did It:

- Facebook Advertising
- A/B Testing Downloadable Content
- Multivariate Testing Download Offers
- Create Lookalike Audiences
- Target Specific Audience



"We needed to generate leads to fill our pipeline and drive opportunities. KlientBoost developed campaigns on the major digital platforms: Paid search (Google, Bing), Paid Social (FB, LinkedIn, YouTube), Software review sites (Capterra, G2), Landing page(s), as well as Testing and Optimization. Our dollar over qualified lead came down 80-90% from the start of the campaigns based on optimization and adjustments to strategies and tactics. What we found the most impressive is that they kept introducing new platforms (e.g., Capterra) that might provide additional leads and diversification."

Gregg Makuch – CMO | PTO Exchange