

# Prodigy Education Increased Their Conversions By 81% Through Keyword Tapering

Prodigy Education strives to help every student understand and love math. Through their curriculum-aligned tools, performance reports, and global partnerships, Prodigy Education empowers parents, teachers, and schools to promote a love for learning.

Prodigy Education needed expert guidance in managing and scaling their Facebook and Youtube campaigns to increase their conversions. Since combining forces with KlientBoost, Prodigy Education has seen an **81% increase** to their conversions, and a **27% increase** to their traffic while reducing their CPA by **42%** through keyword tapering, target audiences, and video campaigns.

## The Results

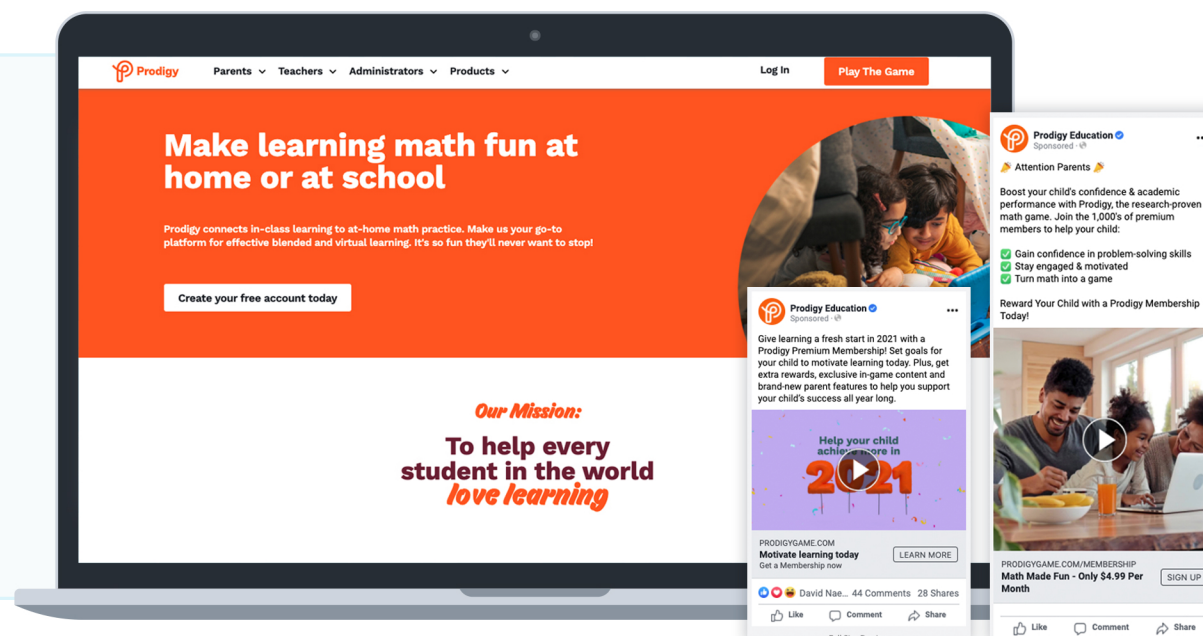
**↑ 81%**  
Increase in Conversions

**↑ 27%**  
Increase in Traffic

**↓ 42%**  
Decrease in CPA

### How We Did It:

- Keyword Tapering
- Target Audiences
- A/B Testing Ad Creative
- Video Campaigns



*We needed help in managing and executing our Facebook and Youtube campaigns by experts that can uphold their end. We decided to go with KlientBoost after a recommendation from a someone in the industry. We admire KlientBoost's excellent communication, proactiveness, and ability to scale results that have been super beneficial for us. We really value how data-driven they were with the results and the time they took to explain the techniques they would use to increase our results and save us money. We are beyond impressed by what they have been able to accomplish for us.*

**Lindsay Goto** – Senior Paid Acquisition Manager | Prodigy Education