

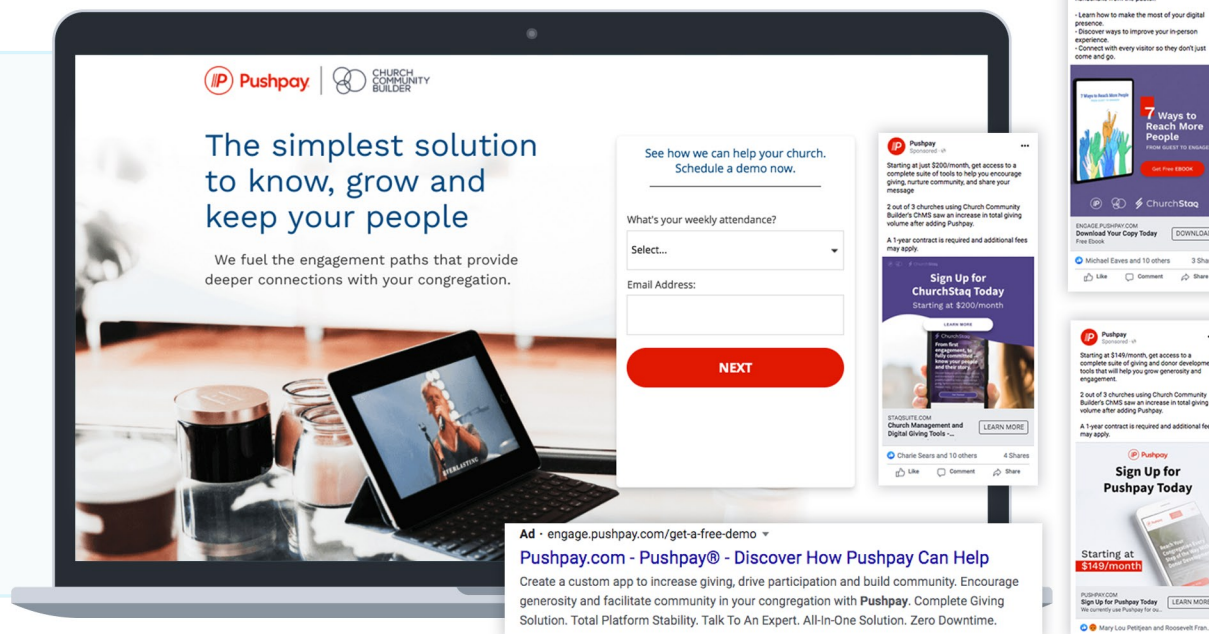
# Pushpay Increased Their Conversions By 23% And Increased Their Traffic By 60% Through Account Restructuring

Pushpay combined forces with Church Community Builder (CCB) in late 2019 to bring community and technology together to support local churches. Their mobile app is simple to use, and with over 7,000 churches around the world that utilize Pushpay, people are now able to support their local churches to help make the world a better place.

Pushpay wanted to expand their reach to their target audience by growing their brand awareness. They sought out KlientBoost to help them not only increase their brand awareness, but increase their conversions. KlientBoost went straight to work and applied **techniques like keyword tapering, single keyword ad groups, and implemented proper tracking**, that resulted in a **23% increase in conversions**, and a **60% increase in traffic** in just 6 months.

## How We Did It:

- Implemented Proper Tracking
- Optimized Landing Pages
- Customized Image Ads
- Keyword Tapering
- Single Keyword Ad Groups



*"We wanted to lower our cost per lead while increasing our quality. KlientBoost dove in and looked at our nuances to see where we can spend our money more effectively. They also help with SEO, checking if we're optimized properly. They built dashboards for us so that we can monitor the ongoing progress of the work. The results speak for themselves. They do a stellar job at checking in and communicating. They take a very innovative approach; it isn't a prescriptive approach. They take the time to understand their clients, their needs and apply their expertise to deliver great results. They're transparent, honest, and data-driven. They get results. Don't be overly prescriptive. Let them do their thing, you need to build a regimen of trust. Trust them."*

**David Hilburn** - Director of Online Marketing | Pushpay

## The Results

**↑ 23%**  
Increase in Conversion

**↑ 60%**  
Increase in Traffic

**↑ 8%**  
Increase in Conversion Rate

**↓ 6%**  
Decrease in CPA