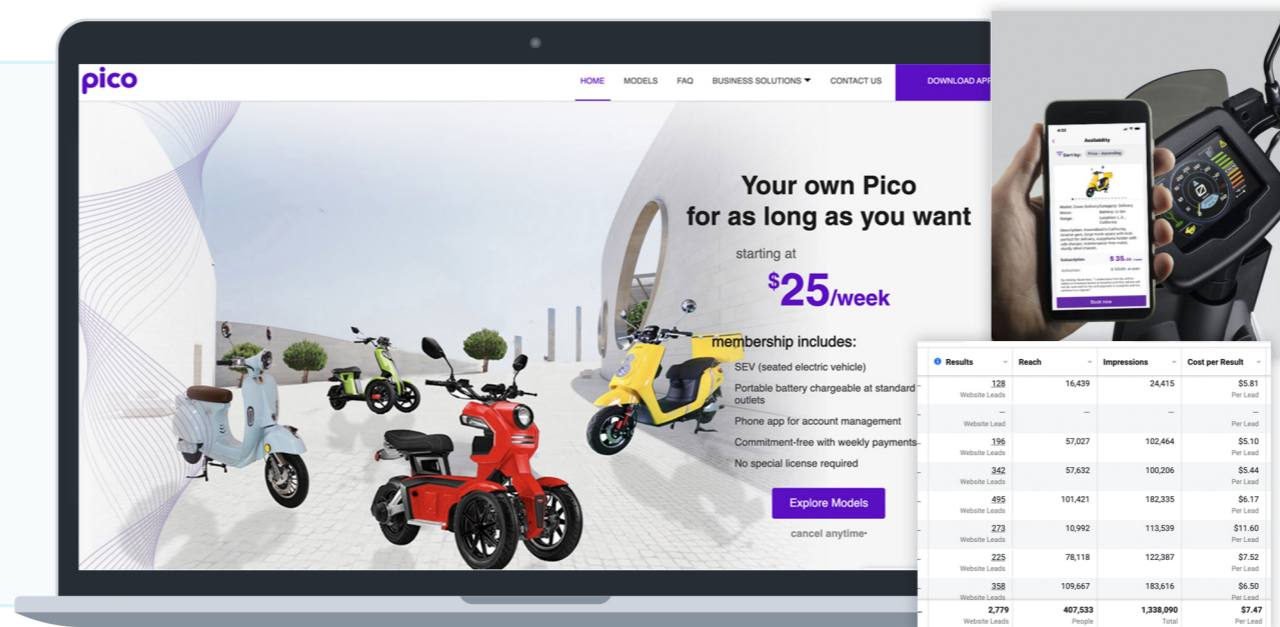# Ride Pico Decreased Their CPA By 60% While Increasing Their Conversion Rate By 16% Through Facebook Power 5

Ride Pico offers their members the freedom and flexibility to rent Pico's for as long as they want with no long-term contracts that are accessible through their app. Ride Pico is an eco-friendly transportation option that also provides a portable battery to charge the Pico anywhere, and offers large storage space with auto-locking to fit two helmets, groceries, backpacks, and any other personal belongings.

Ride Pico decided to hire KlientBoost to get their help on how to improve their Google campaigns and social media platforms. KlientBoost dove straight to work in analyzing Ride Pico's existing campaigns and proposed new techniques that would benefit Ride Pico. **Using techniques such as Facebook power 5, single keyword ad groups, and the breadcrumb technique, Ride Pico saw a 60% decrease to their CPA and a 16% increase to their conversion rate as well as a 23% increase to their traffic.**

How We Did It:

- Facebook Power 5

- Single Keyword Ad Groups

- Breadcrumb Technique

- App Download Link

The Results

↓ 60%
Decrease in CPA

↑ 16%
Increase in Conversion Rate

↑ 23%
Increase in Traffic

"*We hired KlientBoost to help us with online paid marketing campaigns on Google and social media platforms. They analyzed our existing campaigns and provided a detailed proposal that included the projected results and cost analysis. They exceeded all the goals that we collectively set with KlientBoost. We expected an improvement of over 20% in our lead volume and we were able to hit over 35% increase in the newly originated leads. They meet the timelines that we set together. They have good online platforms to have a transparent process and we have weekly online zoom meetings to go over the results and share feedback with each other. They have an experienced team with proven work methods that they follow to guarantee the results. It is difficult to quantify the improvements with most competitive firms and they have great systems in place to make it happen.*

Emre Ucer – CEO/President | Ride Pico