

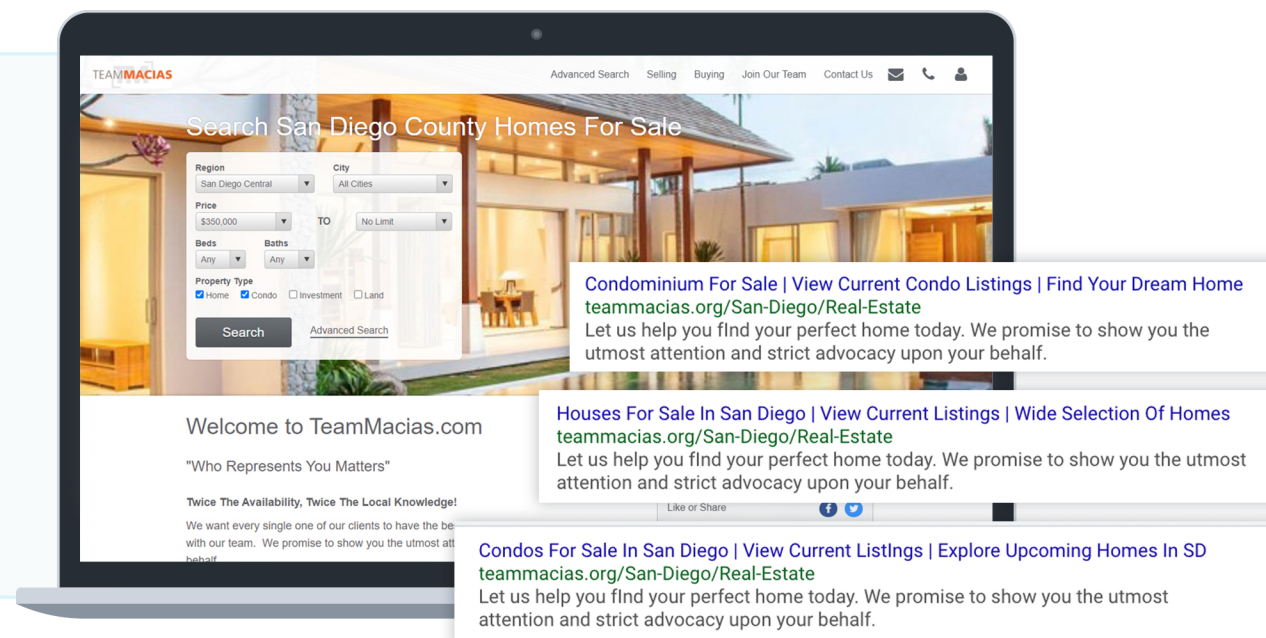
Team Macias Saw More Than A 400%+ Increase To Their Conversion Rate Through Smart Bidding

Team Macias is a top performing real-estate team who helps their clients find the right home in sunny San Diego, CA. Ran by husband and wife, Team Macias leverages their years of networking and experience that have benefited their clients in previewing hundreds of properties prior to being listed online.

Team Macias needed an extra pair of hands to help manage their PPC campaigns. They resourced KlientBoost to help them optimize their campaigns to increase their conversions without going over their budget. Using techniques like smart bidding, keyword expansion, device bid adjustments, and multivariate testing ad copy, Team Macias saw a 410% increase to their conversion rate, and a 266% increase to their conversions while maintaining a static CPA.

How We Did It:

- Smart Bidding
- Keyword Expansion
- Multivariate Testing Ad Copy
- Device Bid Adjustments
- Audience Testing



KlientBoost helped with our Google Ads campaign creation and optimization. They actually created from scratch and are constantly optimizing and testing. I loved their organization and client care. Everything feels expertly coordinated and not rushed. If you're looking for complete outsource of Google ads with minimal work from you, then they are the ones for you. You may be more involved if you choose. Since working with KlientBoost, we've scaled more effectively as a small business and they are always willingly to help us understand the techniques they apply.

Russell Macias – Head of Operations & Marketing | Team Macias

The Results

↑ 266%
Increase in Conversions

↑ 410%
Increase in Conversion Rate