

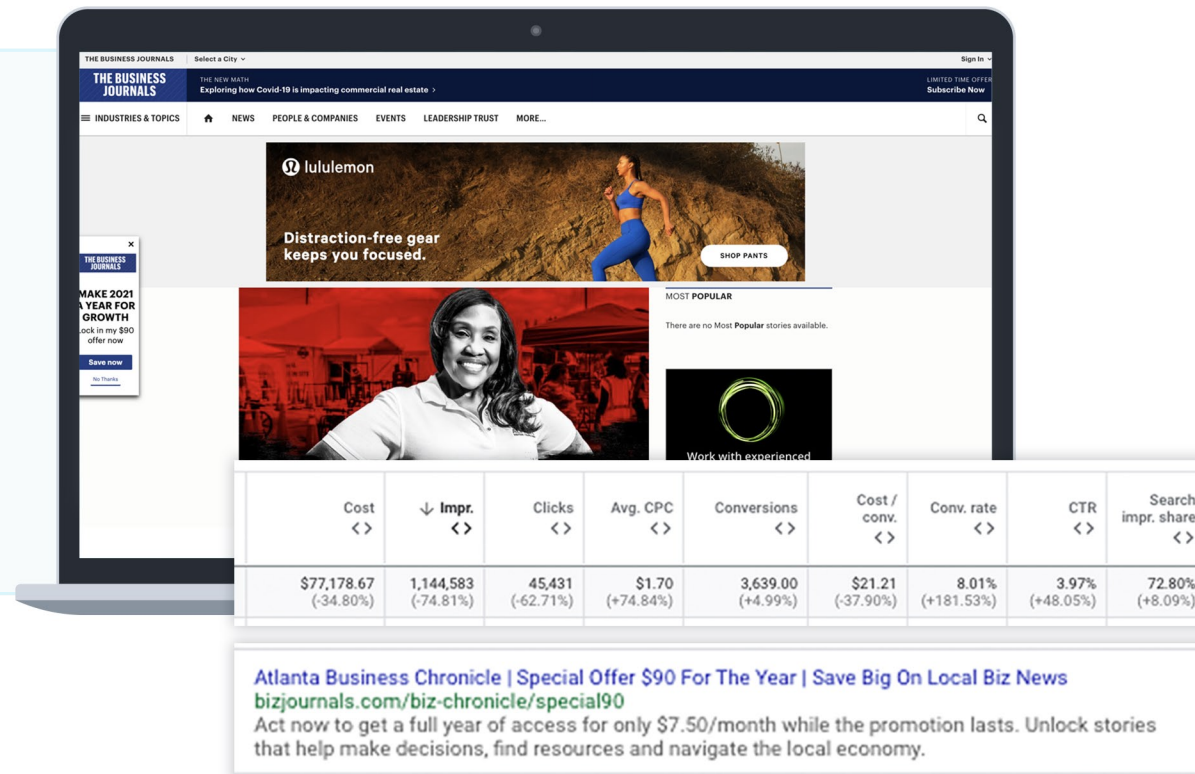
# The Business Journals Increased Their Conversion Rate By 181% While Decreasing Their CPA By 38% Through Single Keyword Ad Groups

The Business Journals is a premier media-solutions print and digital publisher of local, business news. The Business Journals reach 10 million readers and provides them with in-depth coverage of their business communities, making them the nation's largest publisher of metropolitan business news.

The Business Journals provides millions of their readers' daily news coverage in 43 major cities nationwide, but felt they could grow their reach even more. After researching KlientBoost, The Business Journals hired KlientBoost to help them manage their digital marketing campaigns and instantly saw the results. KlientBoost effectively applied techniques such as single keyword ad groups, geo-targeting, target CPA, and Bing ads, to increase The Business Journals conversion rate by 181% and their CTR by 48% while cutting their CPA by 38%.

## How We Did It:

- Single Keyword Ad Groups
- Geo-Targeting
- Target CPA
- Portfolio Bid Strategy
- Bing Ads



## The Results

↓ **38%**  
Decrease in CPA

↑ **181%**  
Increase in Conversion Rate

↑ **48%**  
Increase in CTR