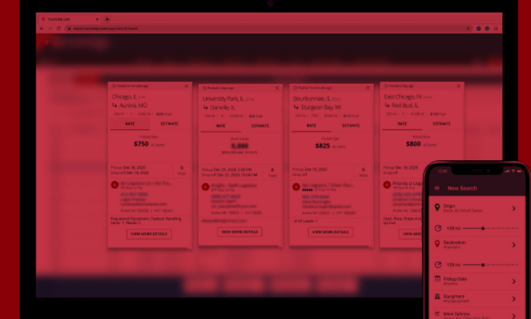


# Truckstop Saw A 300% Increase In Conversions In Just 3 Months Through Single Keyword Ad Groups



Truckstop.com offers logistic solutions for transportation professionals to improve the process of load planning and transportation management through real-time rates. Since 1995, Truckstop has helped shape the transportation industry by providing a better way to move freight through their negotiation tools that have helped industry professionals find trusted freight partners.

Truckstop knew they could increase their conversions through their PPC campaigns, but was hesitant on the proper techniques to use. They decided to hire KlientBoost to help them optimize their PPC campaigns and get the results they wanted. In just 3 months, **Truckstop saw a 300% increase in conversions, and a 195% increase in conversion rate while dropping their CPA by 70%** through single keyword ad groups, negative keywords, landing page optimizations, and multivariate testing ad copy.

## The Results

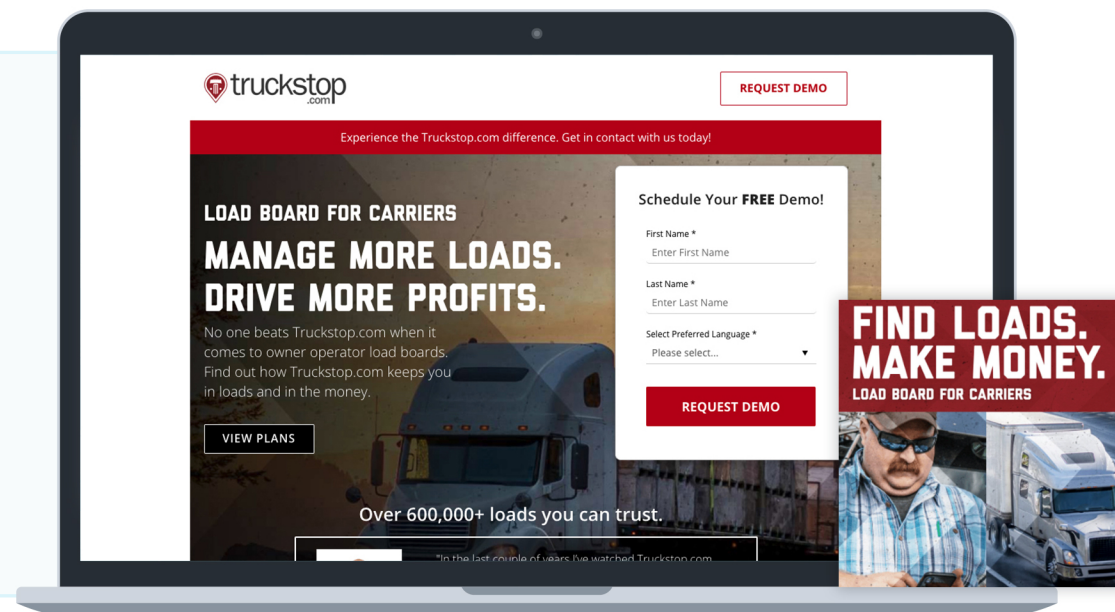
↓ **70%**  
Decrease in CPA

↑ **300%**  
Increase in Conversions

↑ **195%**  
Increase in Conversion Rate

### How We Did It:

- Single Keyword Ad Groups
- Landing Page Optimizations
- Negative Keywords
- Multivariate Testing Ad Copy



*We hired KlientBoost to take over and optimize our PPC and SEM and increase our volume of leads and reduce our CPL. Since working with KlientBoost we have been able to increase our conversions and at the same time significantly reduce our CPL. Working with KlientBoost has been great. It is very hands off - I can trust that they have my back and will act as an extension of my staff. I am most impressed by the results and the speed of the results to our conversion rates they have been able to achieve for us.*

**Bess Lauer** – Senior Director of Marketing | Truckstop