

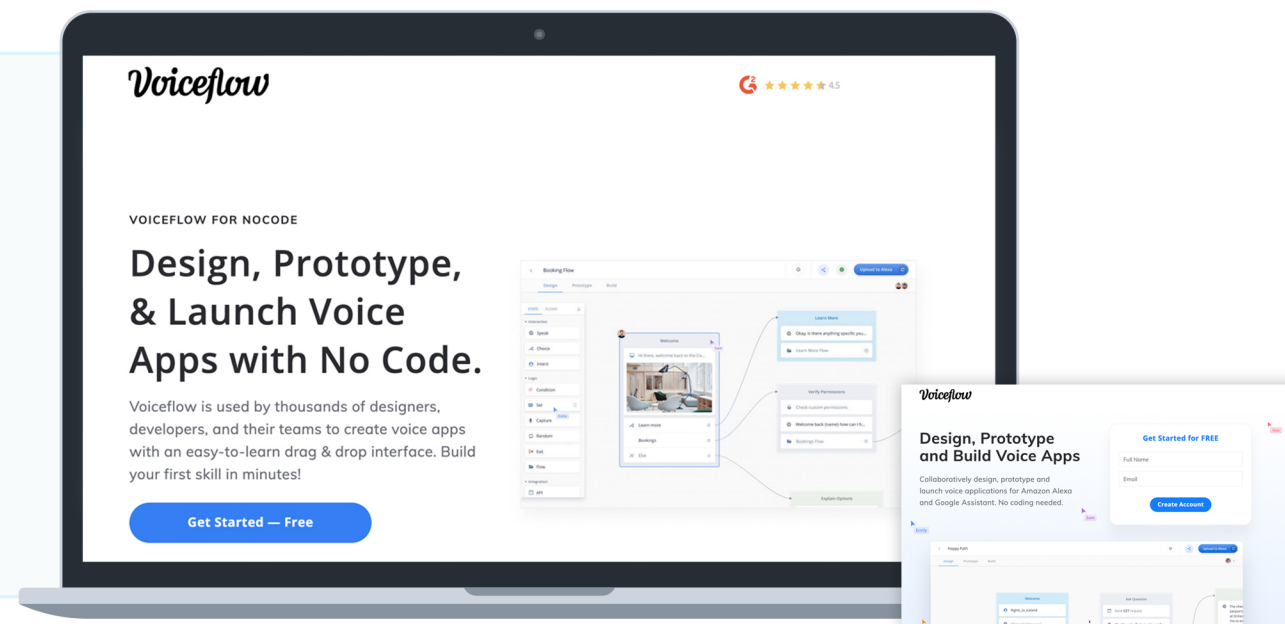
VoiceFlow Increased Their Conversion Rate By 16% Through Keyword Tapering

Voiceflow's mission is to make conversational AI accessible and simple to use. Their state-of-the-art platform allows their customers to design, build a prototype, and launch conversational experiences across any channel, without having to rely on outdated tools such as Word Docs and Spreadsheets to create tens of billions of conversations every year.

Voiceflow wanted to expand their services and effectively reach their target audiences through PPC marketing. They needed expert guidance to properly launch their PPC strategies and decided to combine forces with KlientBoost to help them establish their base foundation. Using techniques such as keyword tapering, A/B testing landing pages, and bidding strategies, Voiceflow saw a 16% increase in conversion rates, and a 12% increase in conversions, as well as a 6% increase in CTR.

How We Did It:

- Location Testing
- Keyword Tapering
- A/B Testing Landing Page
- Bidding Strategies



"We were in the beginning stages of looking into SEM and PPC, and they helped us create our strategy, do keyword research, and set up the end to end process of our ads. Since working with them, we've been able to establish our base foundation for paid acquisition and have worked to improve our conversion month over month. We've gone from 0 paid leads to over 80+ consistently in just a short few months. They've been great at managing and working within a brand new industry. We have lots of industry-specific language that they've gone out of their way to learn and adapt to in their campaigns. In addition to this, they've been very responsive to any last-minute changes and are open to feedback. I really appreciate their hands-on and friendly approach. Their team really cares about their relationships with their clients and it shows in the way they handle requests and explain each campaign they're working on."

Emily Lonetto – Head of Growth & Marketing | Voiceflow

The Results

↑ **6%**
Increase in CTR

↑ **16%**
Increase in Conversion Rate

↑ **12%**
Increase in Conversions