

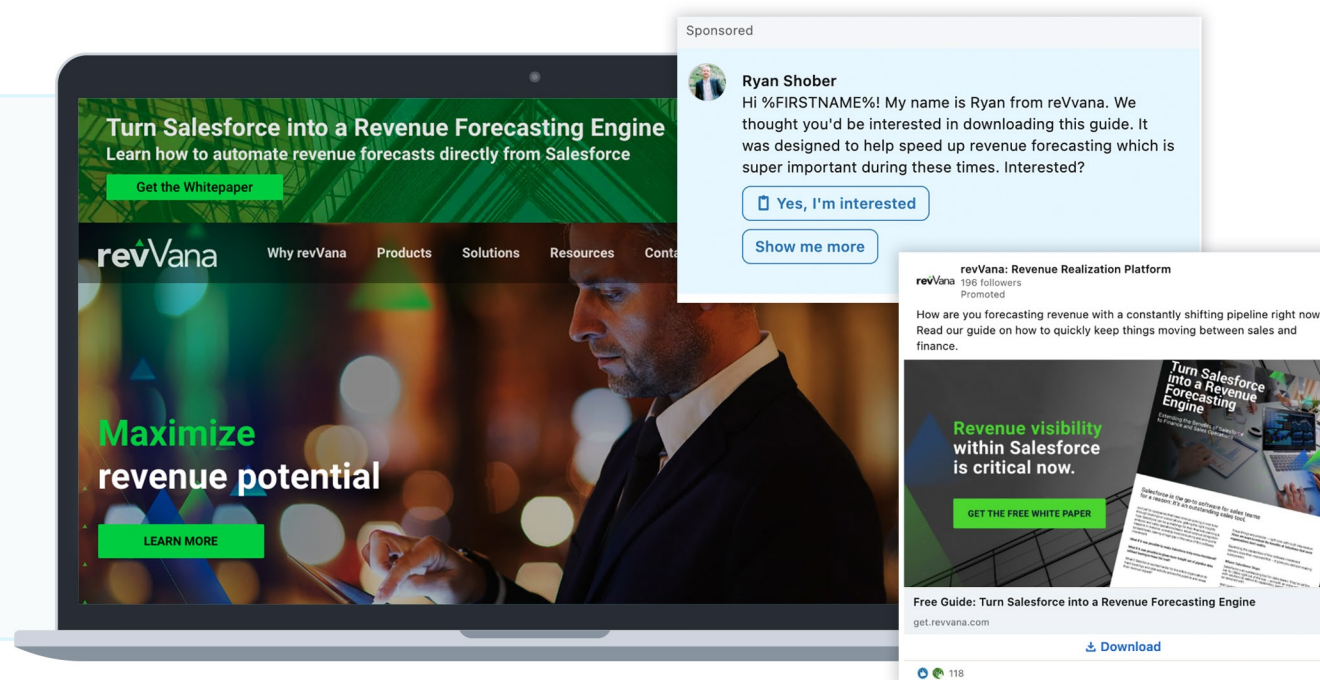
# How revVana Increased Conversion Rate By 46% While Cutting CPA By 92% Through LinkedIn Matched Audiences

revVana is a financial software platform that specializes in revenue forecasting directly from Salesforce. They are the only platform that is capable of helping their clients manage and maximize their revenue by guiding them through the steps on how to manage and forecast their revenue goals.

As a startup, revVana needed help expanding their brand awareness and navigating their PPC and SEO campaigns. They decided to hire KlientBoost and instantly saw results that were outranking Salesforce. KlientBoost helped revVana increase conversions by 37% while cutting their CPA by 92%.

## How We Did It:

- LinkedIn Matched Audiences
- A/B Tested Lead Gen Forms
- LinkedIn Conversation Ads
- Automated Bidding



## The Results

↑ **37%**  
Increase in Conversions

↓ **92%**  
Decrease in CPA

↑ **46%**  
Increase in Conversion Rate



"We hired Klientboost at the height of the 2020 Covid-19 pandemic to provide us with full scale SEO services to start our keyword ranking to grow organic traffic to our pages. Since then I have been amazed how well they have been able to work throughout this pandemic delivering us amazing results even getting long tail keywords with Salesforce in them to out rank Salesforce in their own branded keywords. We also hired them to manage our PPC campaigns where they have been able to make the most out of our tight budgets without ever going over budget. Every time we said "hey we have this idea," their team would bend over backwards to help us figure out to make it possible, giving us key deliverables. Since we hired KlientBoost, we are rank #1 on several keywords that have led directly to demo requests. We have also had a steady growth in website traffic due to these efforts. These guys really go above and beyond."

**Jason Martin** – Marketing Coordinator | revVana