

# AnswerForce Increased Conversions By 30% While Decreasing CPA By 12% Through tCPA Bidding Strategy

AnswerForce is a 24/7 call answering service that integrates call data with your existing business platforms to easily capture and import key business data. Ranging from virtual receptionists, legal answering services, and bilingual answering services to help their clients grow their business even more.

AnswerForce wanted to increase their lead volume without going over budget on their PPC campaigns. They turned to KlientBoost to help them achieve this goal and by mid Q3, AnswerForce saw a 30% increase in their Google Ads conversions and a 12% decrease in their Google Ads CPA. Both AnswerForce and KlientBoost implemented tCPA bidding strategy, launched responsive display ads, utilized dynamic locations in headline ad copy, and A/B tested headlines to accomplish these results.

## The Results

**↑ 30%**  
Increase in Conversions

**↓ 12%**  
Decrease in CPA

### How We Did It:

- tCPA Bidding Strategy
- Responsive Display Ads
- Dynamic Locations In Ad Copy
- A/B Testing Ad Copy

