

Deel Increased Their Conversions By 46% And Decreased Their CPA By 14% Through Single Keyword Ad Groups



Deel is a global payroll solution company that helps businesses hire and pay their global teams through Deel's state-of-the-art dashboard. Deel has helped HR and businesses keep track of contracts and country required documents as well as international payroll, benefits, and taxes to help businesses manage their whole team in one place.

Deel needed an extra pair of hands to accomplish their goals of increasing leads without going over their threshold for their cost per lead. Since hiring KlientBoost, the teams have worked together to implement a stronger strategy to achieve Deel's business goals. KlientBoost incorporated techniques such as single keyword ad groups, responsive search ads, and discover ads that have helped Deel accomplish an increase in their conversions by 46% and an increase to their traffic by 38% while minimizing CPAs by 14%.

The Results

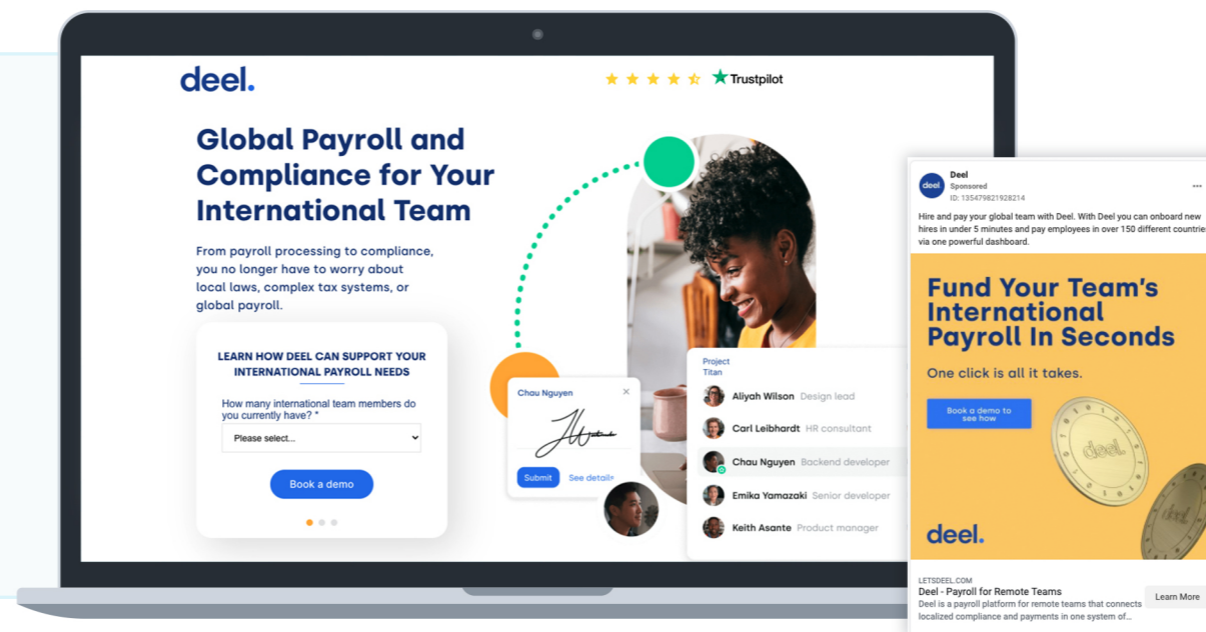
↓ 14%
Decrease in CPA

↑ 46%
Increase in Conversions

↑ 38%
Increase in Traffic

How We Did It:

- Single Keyword Ad Groups
- Maximize Conversions
- Responsive Search Ads
- Discover Ads



KlientBoost feels like an extension of our team. They have helped us with paid ads management, focused on demand generation, and have helped us reduce our CPL while increasing our overall leads generated. What I like the most about KlientBoost is how their strategy team understands our business goals and works towards them without any excuses.

Meltem Kuran – Head of Growth | Deel