

Frontify's Conversion Rate Grew By 375% Through Branded Keywords

Frontify is a cloud-based brand management platform that covers every aspect of the brand journey that connects everything and everyone important to the growth of your brand. Frontify's platform connects all the tools and apps in one place and helps bring the team together from the partner, the marketing team, the design team, and the agency collab and co-create to build strong brands.

Frontify turned to KlientBoost to help them manage and apply expert techniques to their campaigns. Since the partnership, Frontify and KlientBoost have been communicating weekly to discuss the techniques that are being applied and their significance to the account. **In Q2, Frontify saw a 375% increase in their conversion rate and a 63% increase in their conversions.** Some of the techniques that were used to get these results were RLSA ads, remarketing campaigns, branded keywords, and A/B testing a landing page.

The Results

↑ **63%**
Increase in Conversions

↑ **375%**
Increase in Conversion Rate

How We Did It:

- RLSA Ads
- Remarketing Campaigns
- Branded Keyword
- A/B Testing Landing Page

The image shows a laptop displaying the Frontify website. The main heading on the page is "The Best Way to Manage Your Brand". Below the heading, there is a sub-heading "Share your individual branding challenges and we'll show you exactly what's on offer inside your new brand home." and a "Request My Demo" button. The page also features a "What To Expect From Your" section. Two ads are overlaid on the page: a banner ad at the top right for "#1 Place To Create Your Brand | Centralized Brand Essentials | Start Your Free Trial Today..." and a search ad below it for "Ad · try.frontify.com/brand-guide | Best Brand Guidelines | Keep Everyone On-Brand | Get Your Free Whitepaper".