

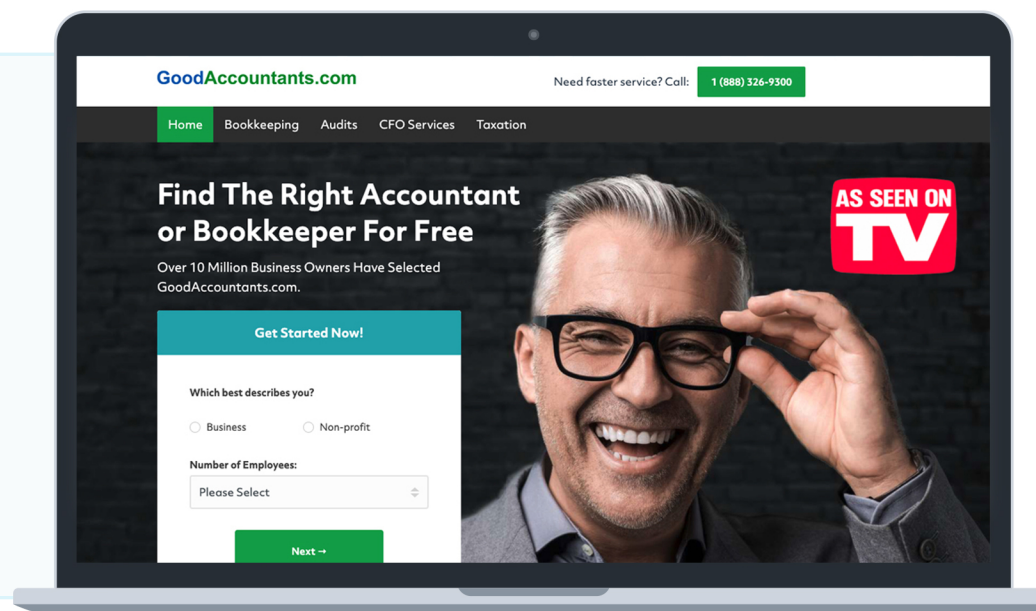
# Good Accountants Increased Their Conversions By 50% While Decreasing Their CPC By 17% Through High Converting Ad

Good Accountants has helped thousands of companies find the right accountant to meet all the required job skills and experience they are looking for. From their nationwide registry, Good Accountants helps qualified public accountants, bookkeepers, and audit firms find their perfect business match.

Good Accountants turned to the experts at KlientBoost to help them increase their conversions and stay within their budget. Through KlientBoost's data-driven approach **KlientBoost helped Good Accountants achieve quarter-over-quarter growth in conversions by 50% and decreased their CPC by 17% and their CPA by 11%.** The techniques KlientBoost used were high converting ad copy, call-only ads, creative bid optimization, and remarketing optimization.

## How We Did It:

- High Converting Ad Copy
- Call-Only Ads
- Creative Bid Optimization
- Remarketing Optimization



## The Results

↓ **11%**  
Decrease in CPA

↑ **50%**  
Increase in Conversions

↓ **17%**  
Decrease in CPC