

IAPAM Increased Their Conversions By 140% While Decreasing Their CPA By 56% Through The Breadcrumb Technique

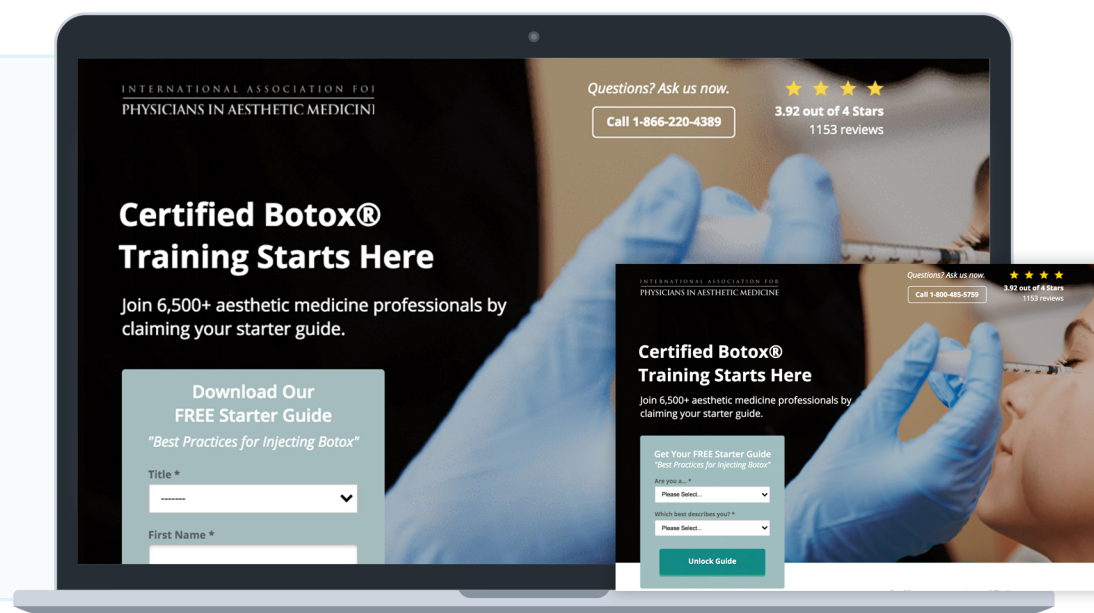


International Association for Physicians in Aesthetic Medicine, IAPAM offers education to obtain a certificate on Aesthetic medicine and botox injection that is taught by volunteered physicians. IAPAM provides hands-on training as well teach ethical standards, and provide their members benefits to help them prepare and grow their careers with the proper support and training.

Since IAPAM began working with KlientBoost they have consistently seen an upward trend in their results. As of recent, IAPAM saw a **140% increase in conversions**, a **56% decrease in their CPA**, and a **48% decrease in their cost per click** using techniques such as the breadcrumb technique, automated bidding strategies, top of funnel content downloads, and campaign restructuring.

How We Did It:

- Breadcrumb Technique
- Automated Bidding Strategies
- Top of Funnel Content Downloads
- Campaign Restructuring & Consolidation



KlientBoost are the PPC experts who go above and beyond. KlientBoost is great to work with. Our account manager is very knowledgeable and is an expert in PPC. They are proactive and provide amazing solutions to all our PPC needs. We are pleased with the quality of work from KlientBoost and they are constantly going above and beyond to ensure our company is excelling with their PPC leads. We have used KlientBoost for many years and will continue to use them.

Gina Aschenbrener – Virtual Administrative Coordinator & Marketing Coordinator | IAPAM

The Results

↓ **56%**
Decrease in CPA

↑ **140%**
Increase in Conversions

↑ **18%**
Increase in Conversion Rate

↓ **48%**
Decrease in CPC