

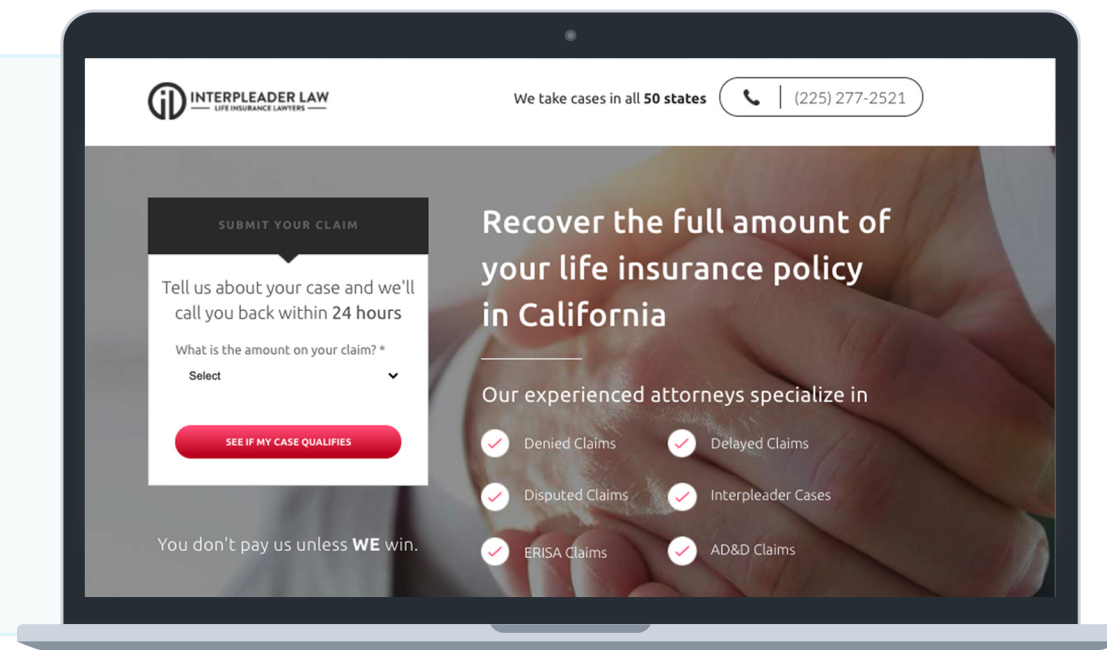
# Interpleader Law Saw An 85% Increase To Their Conversion Rate Through Dynamic Text Replacement

Interpleader Law provides services to those who are fighting to recover money from life insurance companies. Interpleader Law has helped families resolve denied, delayed, and disputed life insurance claims to get them the money they rightfully deserve.

Interpleader Law reached out to KlientBoost to help them implement new techniques that would grow their business. Soon after hiring KlientBoost, the teams went straight to work to help Interpleader Law achieve their desired results. **Using techniques such as dynamic text, smart-bidding, BMM keyword campaigns, and RSA ads, Interpleader Law saw an 85% increase into their conversion rate and a 37% increase in conversions, while decreasing their cost per click by 10%.**

## How We Did It:

- Dynamic Text Replacement
- Smart Bidding
- BMM Keyword Campaigns
- Exact Keyword Campaigns
- RSA Ads



## The Results

↑ **37%**  
*Increase in Conversions*

↑ **85%**  
*Increase in Conversion Rate*

↓ **10%**  
*Decrease in Cost Per Click*