

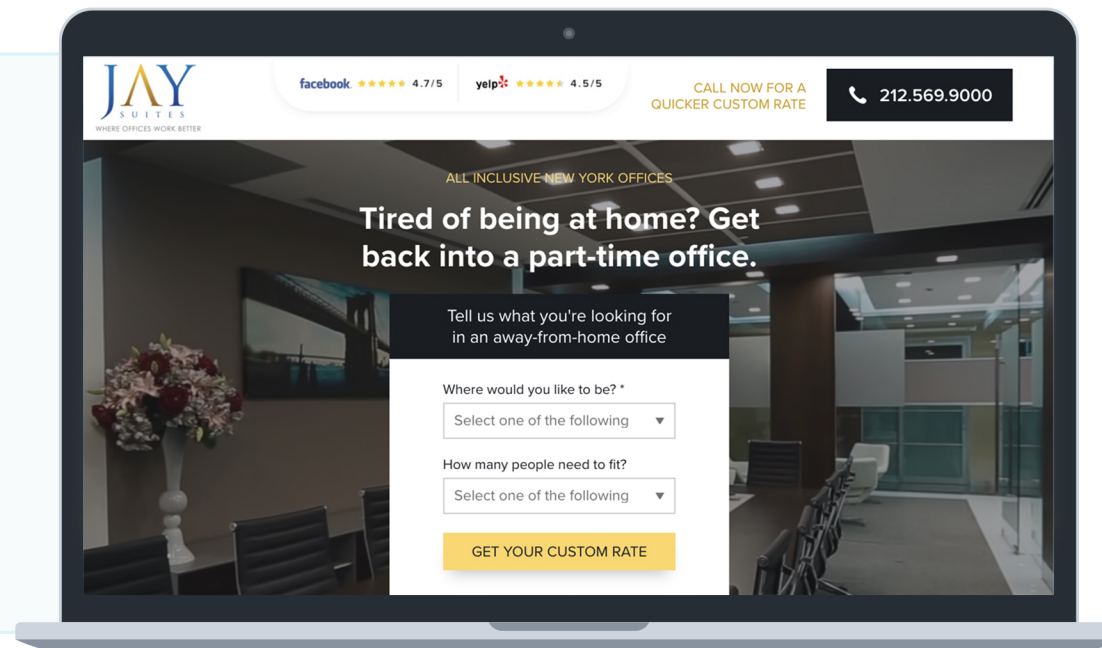
Jay Suites Decreased Their CPC By 50% While Increasing Their Conversions By 13% Through The Breadcrumb Technique

Jay Suites offers flexible and luxurious office spaces in New York City. From short to long-term accommodations, Jay Suites offices are furnished, elegantly designed, and come equipped with state-of-the-art technology, resources, and support.

Since hiring KlientBoost two years ago, Jay Suites has seen incredible results. When COVID-19 hit, Jay Suites turned to KlientBoost to help them save money and increase their conversions. Using techniques such as the breadcrumb technique, automated bidding strategies on broad campaigns, customized ad copy, and a customized landing page, KlientBoost helped Jay Suites decrease their CPC by 50% and decrease their CPA by 21%, while increasing their conversions by 13%.

How We Did It:

- Breadcrumb Technique
- Automated Bidding on Broad Campaigns
- Competitor Campaigns
- Customized Ad Copy
- Customized Landing Page



The Results

↓ **21%**
Decrease in CPA

↑ **13%**
Increase in Conversions

↓ **50%**
Decrease in CPC