

Lavender Skyrocketed Their Conversions By 3,800% While Cutting Their CPA By 95% Through Expanded Non-Branded Keywords

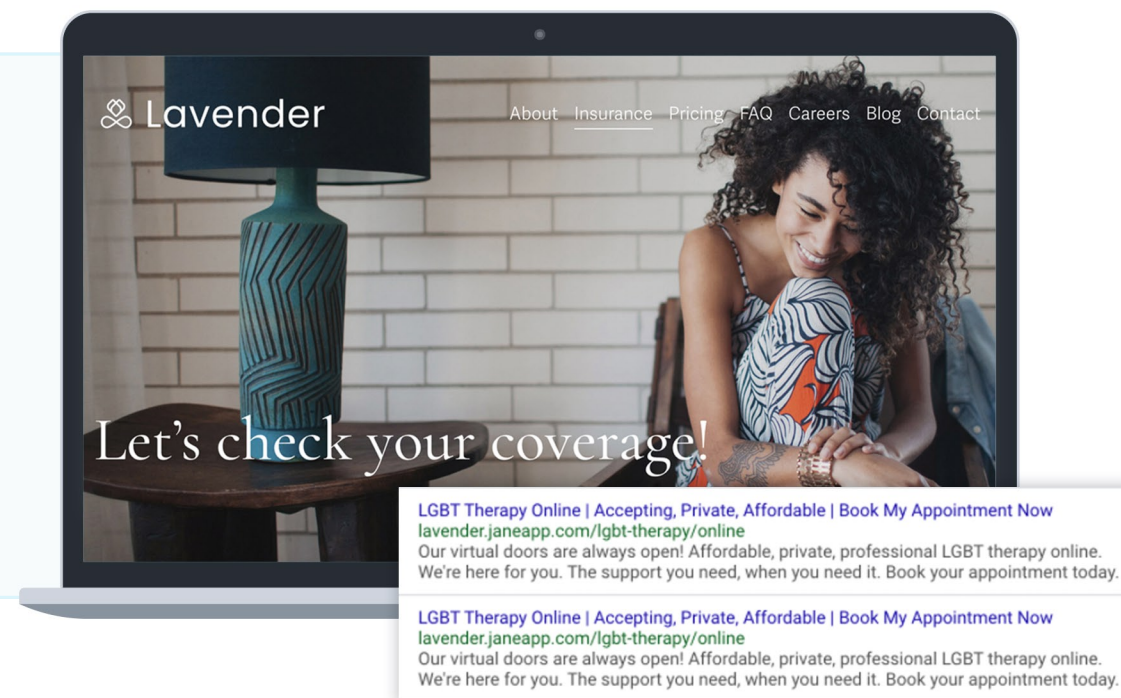


Lavender is a modern mental health care service that is rewriting the playbook for the modern standard of psychiatric care. Lavender was created to solve the overwhelming demand for therapy and its rising costs, as thousands of individuals have found it difficult to access therapy by providing fair rates and first-class services.

Prior to Lavender and KlientBoost's partnership, Lavender's goal was to grow their digital advertising but needed an extra pair of hands to help them manage their campaigns. After combining forces, KlientBoost went straight to work and applied their expert techniques that **helped Lavender crush their goals by increasing their conversions by 3,800% and their conversion rate by 1,736% while decreasing their CPA by 95%.** KlientBoost was able to achieve these record-breaking results by applying techniques such as single keyword ad groups, expanded non-branded keywords, targeted lead form ads, and responsive search ads.

How We Did It:

- Expanded Non-Branded Keywords
- Single Keyword Ad Groups
- Targeted Lead Form Ads
- A/B Tested Ad Campaigns
- Responsive Search Ad



KlientBoost has been integral in helping our practice grow. They have helped us increase traffic to our website and generate leads. Thanks to KlientBoost's efforts, our lead costs have gone down, and our cost per action has been reduced by half. Their team has been wonderful and collaborative, and we look forward to seeing where our continued relationship will take us.

Siew Lai - Client & Provider Success Manager | Lavender

The Results

↓ **95%**
Decrease in CPA

↑ **3,800%**
Increase in Conversions

↑ **1,736%**
Increase in Conversion Rate

↓ **16%**
Decrease in CPC