

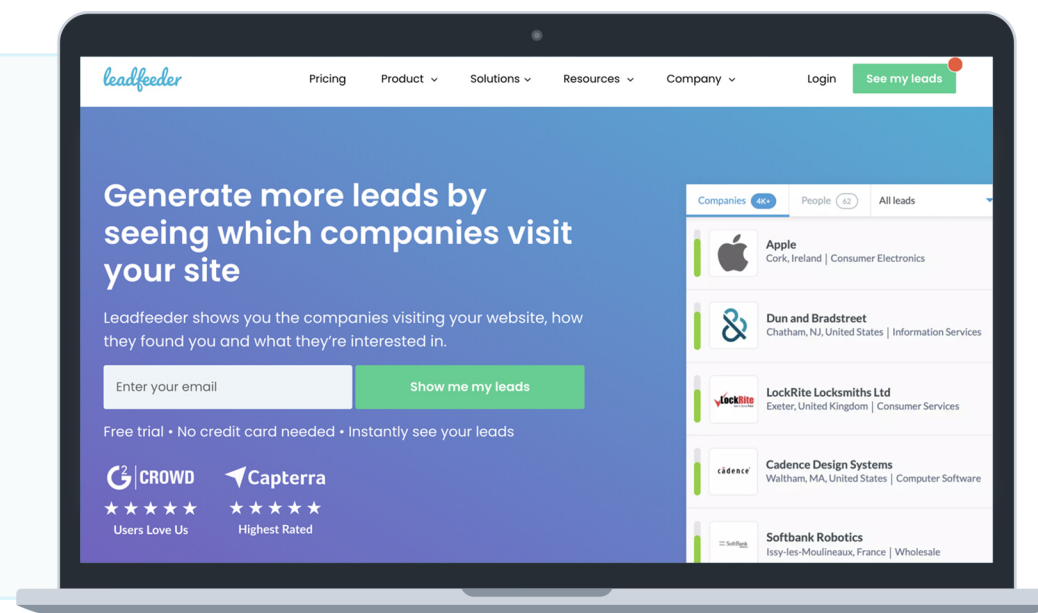
# Leadfeeder Increased Their Conversions Rate By 115% While Decreasing Their CPA By 37% Through A/B Testing Landing Pages

Leadfeeder is a service that offers its clients a way to track leads in real-time through their state-of-the-art web analytics technology known as The Leadfeed Tracker software. Their mission is to combine web intelligence with business in more than 10 different countries worldwide.

Leadfeeder wanted to increase their conversions without going over their set CPA. After hiring KlientBoost to help them reach their goals, **Leadfeeder saw a 115% increase in their conversion rate, and a 24% increase in conversions while decreasing their CPA by 37% through website offer testing, A/B testing landing pages, and single keyword ad groups.**

## How We Did It:

- Webinar Offer Testing
- A/B Testing Landing Pages
- Single Keyword Ad Groups



## The Results

**↑ 115%**  
Increase in Conversion Rate

**↑ 24%**  
Increase in Conversions

**↓ 37%**  
Decrease in CPA



*"We were looking for an agency to take our Google Adwords to the next level. I was familiar with KlientBoost through word of mouth and brought them on board to run our PPC. They did not disappoint. Since working with KlientBoost, they have been able to reduce our CPA and overall general performance improvement (CTR, conversions, etc). Workflow had improved overall PPC performance on landing page testing and analysis. Their team did a good job of optimizing and testing. I valued their level of communication and strong customer service."*

**Christina Hall** – Head of Marketing | Leadfeeder