Marble Reduced Their CPA By 90% And Improved Their Conversions By 76% By Applying Re-Engagement Campaigns

Marble empowers their members to have more control and be well-informed about their insurance. Marble organizes all their member's policies in one digital wallet, sends an alert when those policies are close to expiration, and provides the unbiased information their members need to compare rates and find better policies. Marble also works hand-in-hand with carriers and has built the first rewards-based membership program to reward loyalty and help put money back in their members' pockets.

Marble turned to the experts at KlientBoost to help them create, manage, and build their campaigns from the ground up. Having to create campaigns from scratch, KlientBoost hit the ground running and stayed in constant communication with Marble to ensure their vision came to life. **By using techniques such as re-engagement campaigns, remarketing campaigns, video ads, and landscape display ads, Marble saw a decrease to their CPA by 90% and a 76% increase in their conversions by the end of Q2.**
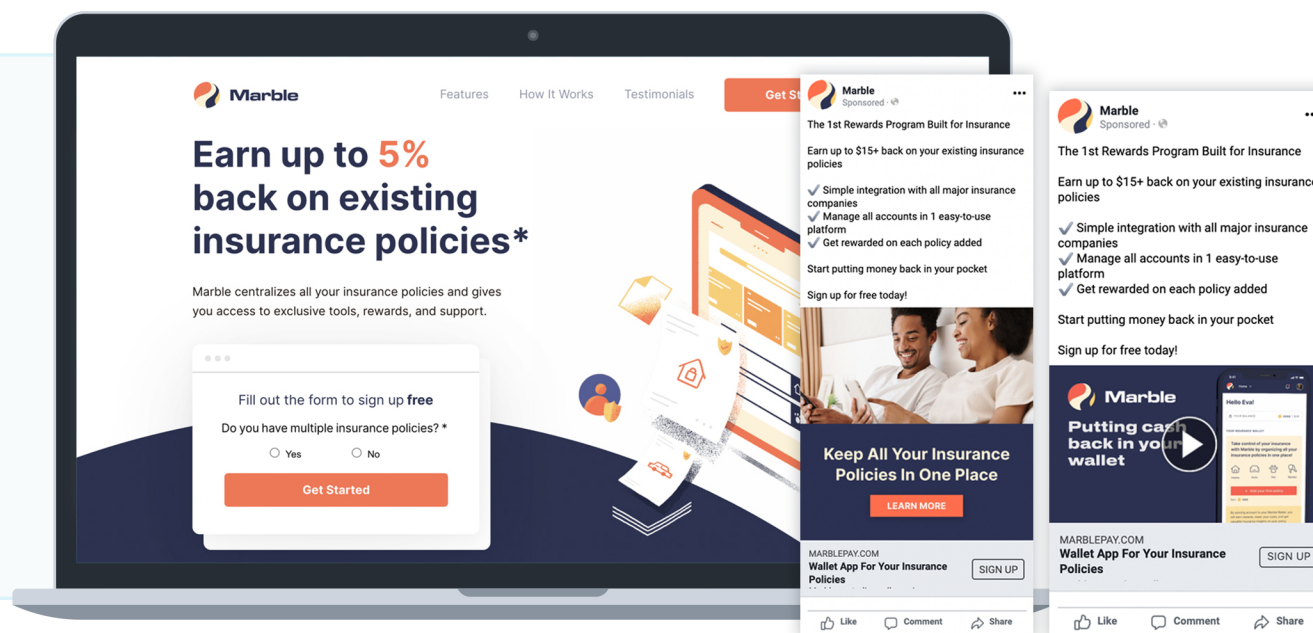
The Results

↓ 90%
Decrease in CPA

↑ 76%
Increase in Conversions

How We Did It:

- Re-Engagement Campaigns

- Remarketing Campaigns

- Video Ads

- Landscape Display Ads

"*KlientBoost brings the resources and expertise, at a price point that is attractive to smaller firms and startups. We've been getting amazing support and hitting our marketing goals while staying within our budget. We hit the ground running in month 1 and saw great results, including a landing page conversion rate of 23% right out of the gate. KlientBoost has a great process for ensuring that our teams are in tight contact. Whenever we've had questions or feedback for the team, they've been incredibly responsive. So any issues that might have cropped up never become issues.*"

Isabel Rittenberg - VP of Marketing | Marble