

# Merchant Family Increased Their Conversions By 117% While Decreasing Their CPA By 51% By Applying Single Keyword Ad Groups



Merchant Family Agency is a specialty insurance brokerage that provides Florida & Georgia residents reliable home, business, auto, and life insurance options. Merchant Family Agency provides their customers the support they need to understand their options in order to make the right investment decision.

Merchant Family Agency resourced KlientBoost to help them boost their leads by 20% and decrease their CPA by 20%. By the end of Q2, just 3 months after combining forces, KlientBoost surpassed those goals. Merchant Family Agency saw a **117% increase to their conversions**, a **51% decrease to their CPA**, and a **50% decrease to their CPC** while increasing their traffic by **116%**. These results were achieved by applying techniques such as single keyword ad groups, smart-bidding, expanded non-brand keywords, a customized landing page, and the breadcrumb technique.

## The Results

**↑ 117%**  
Increase in Conversions

**↑ 116%**  
Increase in Traffic

**↓ 51%**  
Decrease in CPA

**↓ 50%**  
Decrease in CPC

### How We Did It:

- Single Keywords Ad Groups
- Smart Bidding
- Expanded Non-Brand Keywords
- Customized Landing Page
- Breadcrumb Technique

The image shows a laptop displaying the Merchant Family Agency website. The website features the MFA logo, the text 'Local Family-Owned Home Insurance Agency', a phone number '(407) 305-4094', and a call to action 'Get Your Free Quote in 3 Minutes'. Below this is a form asking 'What are you looking to insure?' with a dropdown menu and a 'I'm Ready To Save' button. A 'No Obligations!' note is at the bottom. To the right of the laptop is a Google Ad for 'Affordable Homeowner Insurance | Get A Free Quote In 3 Minutes' with a description of the agency's services and a link to 'save.merchantfamilyagency.com/insurance-quote'.