

# Osmosis Increased Their Conversions By 32% And Decreased Their CPA By 16% Through A/B Testing Ad Images



Osmosis is a comprehensive education platform that helps people around the world understand health more thoroughly. As the #1 choice for distinguished universities, Osmosis empowers millions of current and future clinicians around the world with the best learning experience possible.

Osmosis turned to the experts at KlientBoost to help them manage their PPC strategy and increase their conversions while staying within budget. Since partnering up with KlientBoost, Osmosis has seen a 32% increase in their conversions, a 22% increase in their conversion rate, and a 16% decrease in their CPA. KlientBoost was able to gain these results by using techniques such as restructured retargeting display campaigns, A/B testing ad images and ad copy, customized audiences, and target CPA.

## The Results

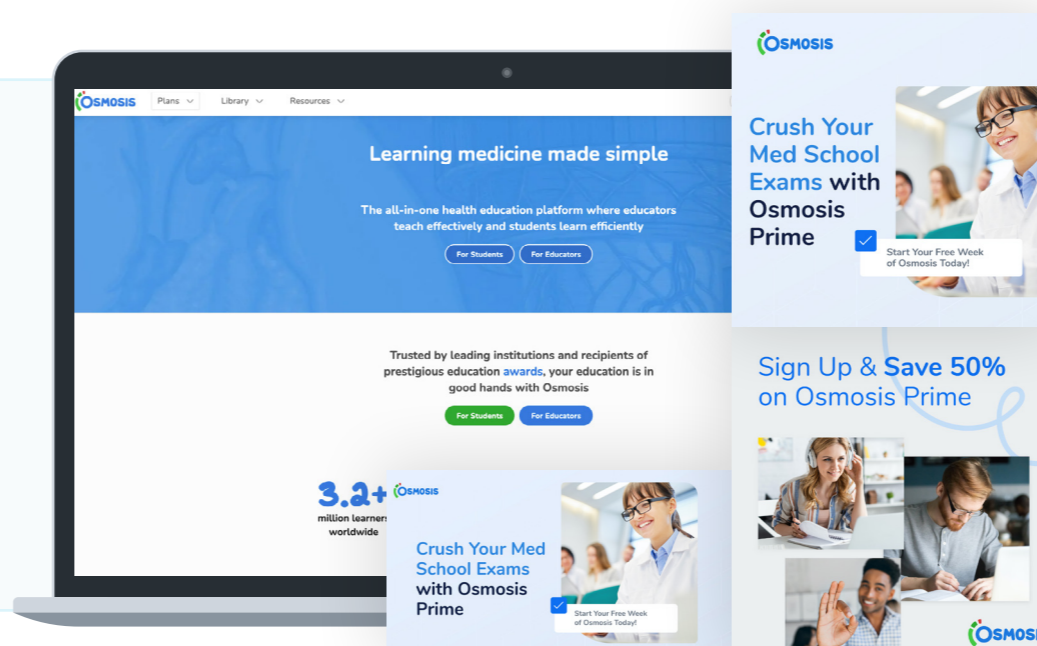
↑ **32%**  
Increase in Conversions

↓ **16%**  
Decrease in CPA

↑ **22%**  
Increase in Conversion Rate

### How We Did It:

- Restructured Retargeting Display Campaigns
- A/B Testing Ad Images
- Customized Audiences
- A/B Testing Ad Copy
- Condense Keyword Tapering Campaigns
- Target CPA



*KlientBoost is an excellent agency in terms of improving ROAS and their knowledge of ad platforms. KlientBoost has helped in revitalizing our performance marketing channels on social and search. We've seen higher returns from the investment and are beginning to scale spend as a result. KlientBoost has quickly allowed us to scale our performance marketing channels and see a higher return than we've seen before. They have great communication and the team really understands our needs. They fill in the gap we have in team resources and have quickly scaled our performance marketing channels*

**Drew Breau** - Director of Growth | Osmosis