

The Regulatory Affairs Professionals Society Improved Their ROAS By 336% Through Responsive Search Ads

The Regulatory Affairs Professionals Society (RAPS) is the largest global organization of and for those involved with the regulation of healthcare and related products, including medical devices, pharmaceuticals, biologics, and nutritional products. RAPS offers education and training, publications, research, networking, and career development opportunities and strives to develop and support the global regulatory workforce to advance public health.

RAPS performed extremely well in Q2 outperforming Q4 and Q1 in terms of their PPC campaign in revenue, conversions, and ROAS. The partnership RAPS has with KlientBoost has helped improve these metrics month over month. **By the end of Q2, the team at KlientBoost used techniques such as A/B testing landing page copy, responsive search ads, negative keywords, and smart-bidding campaigns to improve RAPS PPC campaign revenue by 158%, their ROAS by 336%, and their sales membership conversions by 178%.**

The Results

↑ **158%**
Increase in Revenue

↑ **336%**
Increase in ROAS

↑ **178%**
Increase in Conversions

How We Did It:

- A/B Testing Landing Page Copy
- Responsive Search Ads
- Smart-Bidding Campaigns
- Negative Keywords

