Rimsys Increased Their Conversion Rate By 155% While Reducing Their CPA By 55% Through Responsive Search Ads

Rimsys is a world-leading provider of Regulatory Information Management (RIM) software for medical technologies companies. Rimsys consolidates all the functions of regulatory affairs, making product registration, standards management, essential principles/GSPR, and regulatory intelligence easy that is designed to grow with your company over time.

Rimsys combined forces with KlientBoost to help them increase their leads through the PPC realm, in particular Google Ads and LinkedIn. By the end of Q3, Rimsys surpassed their goals by achieving a 155% increase to their conversion rate, and a 152% increase in their conversions, while decreasing their CPA by 55%. Together, Rimsys and KlientBoost applied techniques such as expanded non-brand keywords, responsive search ads, e-book offer ads, A/B testing ad copy, and dynamic headlines.

Rimsys' Regulatory Management Software Rimsys : How We Did It: The Ultimate Guide to the EU MDR/IVDR Unique Cloud software for Device Identifier (UDI) System - Expanded Non-Brand Keywords MedTech regulatory affairs. - Responsive Search Ads Manage regulatory processes and information for greater compliance - E-Book Offer Ads Automate submissions to accelerate time-to-55% market. • Fully integrate with PLM, eQMS, and ERP/CRM - A/B Testing Ad Copy - Dynamic Headlines Ad · https://try.rimsys.io/ • - Restructured Google Ads Campaign World-Leading Rim Software - Rimsys World-Leading Rim Software. Used and Trusted by the World's Leading Medtech Companies. Medical Device Essential Principles/GSPR. Simplified Pricing. Fully Cloud-Based. Solutions Offered · Free Demo · View Resources · Customer Reviews · About Us



Since working with KlientBoost we had 75 paid advertising leads generated from LinkedIn and Google AdWords in 1 month, a company record! KlientBoost has a lot of experience working with similar companies and has a proven track record of helping organizations accelerate lead generation. KlientBoost sets the bidding strategy and manages our LinkedIn and Google AdWords campaigns.

Kelly Riedel - Demand Generation Manager | Rimsys

The Results

155% Increase in Conversion Rate

152% Increase in Conversions

Decrease in CPA