

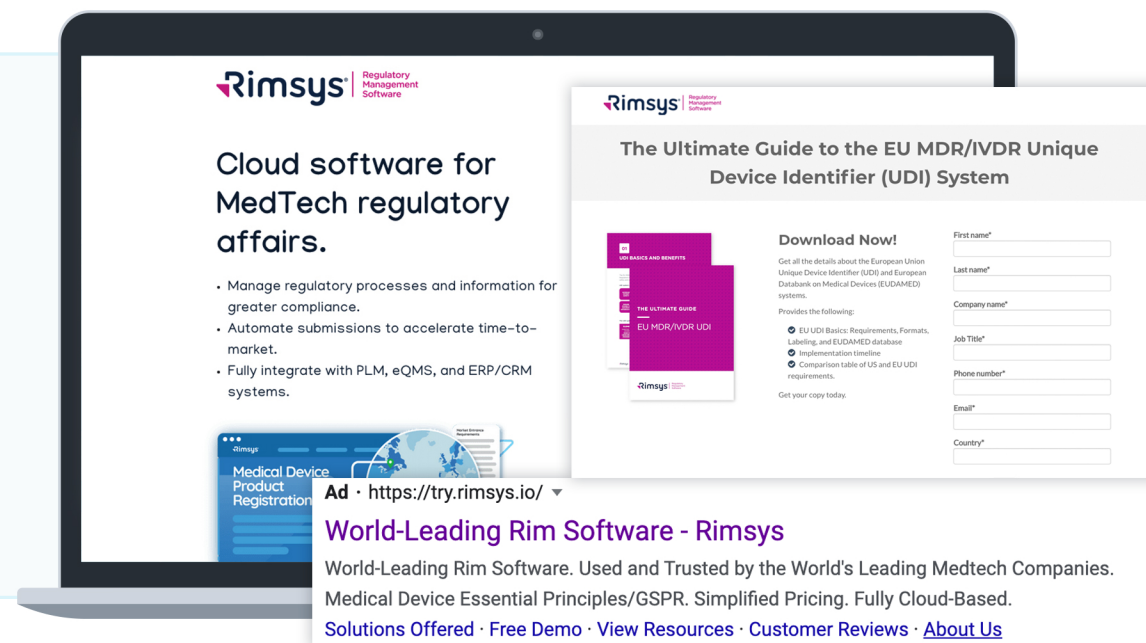
Rimsys Increased Their Conversion Rate By 155% While Reducing Their CPA By 55% Through Responsive Search Ads

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.

How We Did It:

- Expanded Non-Brand Keywords
- Responsive Search Ads
- E-Book Offer Ads
- A/B Testing Ad Copy
- Dynamic Headlines
- Restructured Google Ads Campaign



The Results

↑ **155%**
Increase in Conversion Rate

↑ **152%**
Increase in Conversions

↓ **55%**
Decrease in CPA



“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