

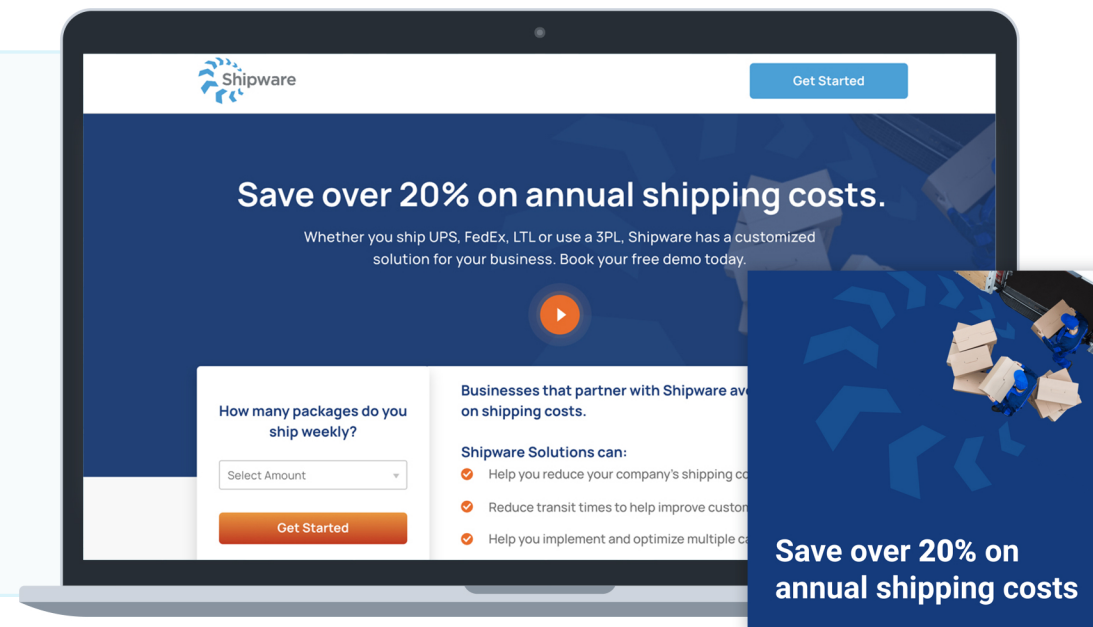
# Shipware Saw A 138% Increase To Their Conversions In Just 3 Months Through Custom Intent Audiences

Shipware offers in-depth audit and consulting services through their platform by providing their clients innovative, distribution solutions. Whether you ship with FedEx, UPS, USPS, or regional carriers, Shipware guarantees to quickly reduce your parcel and LTL shipping costs without disrupting your current operations.

Shipware hired KlientBoost to help them improve their lead quality and manage their Google Ads campaigns. Through constant testing, KlientBoost was able to optimize monumental results for Shipware in just 3 months. Using techniques such as A/B testing Shipware's landing page and implementing single keyword ad groups, responsive display ads, and expanding non-branded keywords, Shipware increased their conversions by 138% while decreasing their CPA by 32%.

## How We Did It:

- A/B Testing Landing Page
- Single Keyword Ad Groups
- Targeting Custom Intent Audiences
- Responsive Display Ads
- Responsive Search Ad
- Expanded Non-Branded Keywords



*We hired KlientBoost to manage our Google Ads campaigns. Our main focus was improving lead quality. We've seen improvement in our engagement rates and overall lead quality since working with KlientBoost. most importantly, we've generated more revenue attributed to Google Ads this half year - than the whole last year. During the onboarding process, we determined how involved we wanted to be in the process and decision-making and our communication cadence. We settled on a bi-weekly cadence and let most of the decision-making regarding campaign details to them, as experts. Their level of organization, the visibility they provide into their process and results, responsiveness, and just the general ease of working with the KlientBoost team has been the most impressive to us.*

**Billy Farrell** - Sales Operations Manager | Shipware

## The Results

**↑ 138%**  
Increase in Conversions

**↓ 32%**  
Decrease in CPA

**↑ 8%**  
Increase in Conversion Rate