

# Signpost Increased Their Conversions By 66% And Increased Their Traffic by 36% Through Microsoft Ads In Just 3 Months

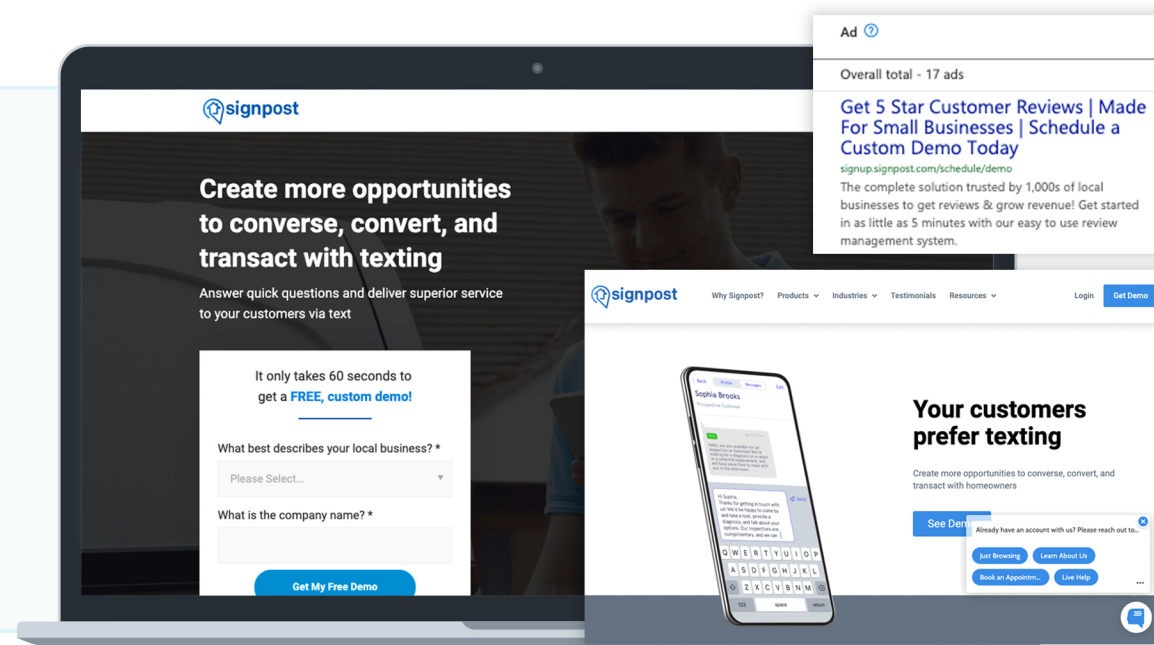


Signpost is a customer communication app that helps businesses attract, connect, and grow their customer base by managing all their messages in one single place. From marketing automation to generating reviews to collecting & tracking customer payments, Signpost works with all types of service businesses to help them gain more business in an organized and easy-to-use app.

Signpost resourced KlientBoost to help them grow their SEO and PPC strategies back in July 2020 and has seen consistent growth. By the end of Q2, Signpost saw a 66% increase in their conversions, a 17% increase to their CTR, and a 36% increase from their Google Ads traffic. Using techniques such as single keyword ad groups, A/B testing ad copy, Microsoft ads, SEO-focused content strategy, on-page optimization, and smart-bidding campaigns, KlientBoost has helped Signpost to reach their goals.

## How We Did It:

- Microsoft Ads
- Smart-Bidding Campaigns
- Single Keyword Ad Groups
- Negative Keywords
- Bidding Adjustments
- A/B Testing Ad Copy



“We wanted to build an inbound lead engine, and needed help creating content, managing SEO, and managing PPC effort. In general, we've been very pleased to work with KlientBoost. With our organic efforts, we have been able to drive much higher traffic volume. From a PPC perspective, we've significantly increase our lead volume, while cutting CPL in half. Communication is at a high level with KlientBoost. They also provide an amazing Data Studio dashboard that allows us to see reports in real

**Justin Ulrich** – Director of Demand Generation | Signpost

## The Results

↑ **66%**  
Increase in Conversions

↑ **36%**  
Increase in Traffic

↑ **17%**  
Increase in CTR

↑ **11%**  
Increase in Conversion Rate