

SnapLogic Increased Their Conversions By 20% While Decreasing Their CPC By 10% Through A/B Testing Their Landing Page

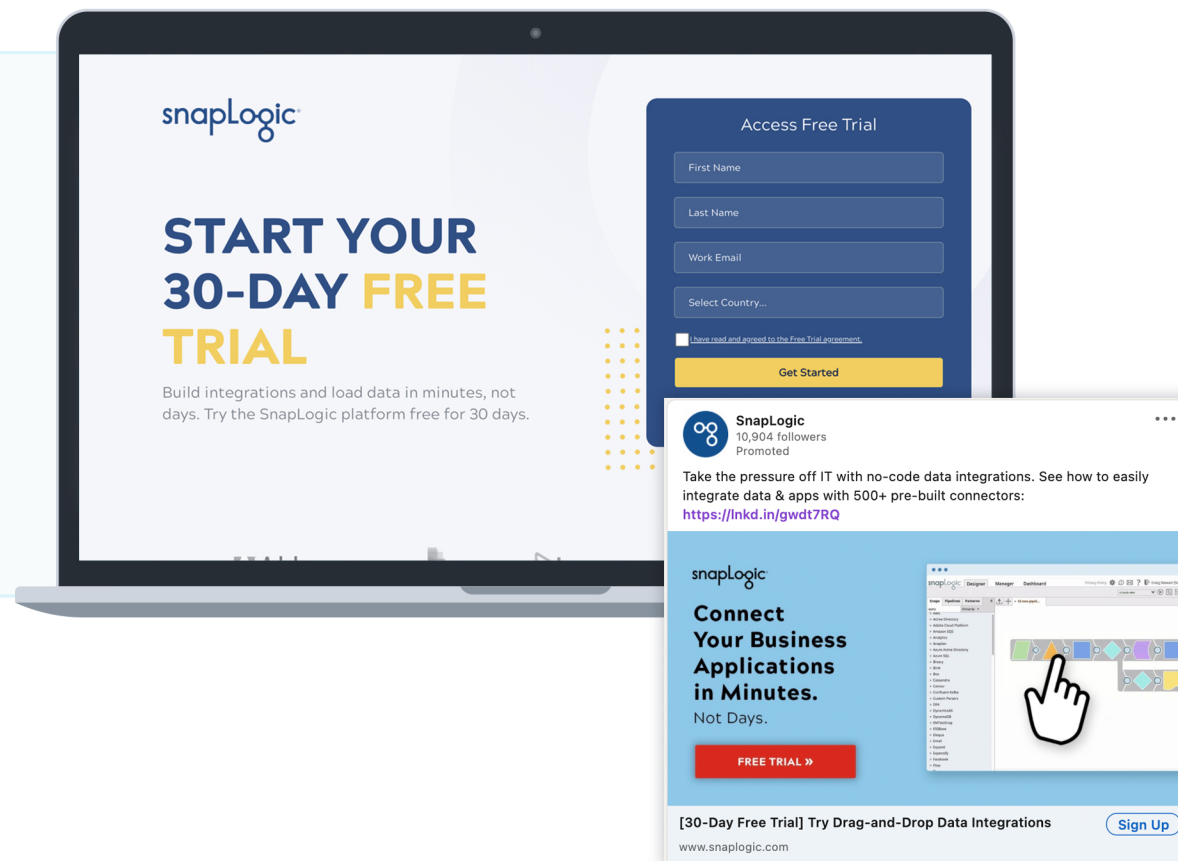


SnapLogic has made it easy to gain access to your applications and data through their Intelligent Integration Platform that combines multiple applications into a single platform. This allows their users to quickly extract valuable insights to run their business without having to learn and interact with multiple systems.

SnapLogic was interested in finding new methods to increase their conversions while staying on budget. Since partnering up with KlientBoost they updated their landing page and expanded their growth on new social channels. Using techniques such as non-branded search campaigns, LinkedIn conversation ads, lead gen forms, and A/B testing their landing page, **SnapLogic saw a 20% increase to their conversions, and an 11% increase to their conversion rate while decreasing their CPC by 10%.**

How We Did It:

- Non-Branded Search Campaigns
- LinkedIn Conversation Ads
- Lead Gen Forms
- A/B Tested Landing Page



The Results

↓ **10%**
Decrease in CPC

↑ **20%**
Increase in Conversions

↑ **11%**
Increase in Conversion Rate