

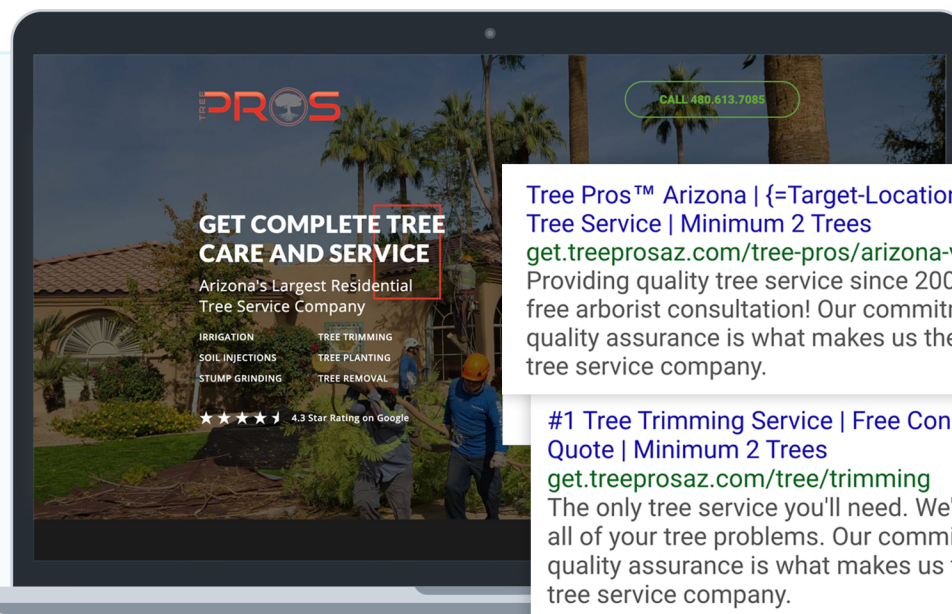
Tree Pros Increased Their Conversions By 61% While Decreasing Their CPA By 18% Through Local Ads Campaign

Tree Pros specializes in trimming, fertilizing, and removing trees and handles irrigation and plant health care services in the Phoenix, AZ area. Striving to provide quality work and fair prices, Tree Pros has proudly serviced thousands of customers in the past 12 years.

Tree Pros turned to KlientBoost to receive expert guidance for their PPC campaigns as they did not have the internal resources to run it themselves. **Since resourcing KlientBoost, Tree Pros saw a 61% increase to their conversions, a 42% increase to their conversion rate, a 40% increase to their search impression shares, and an 18% decrease to their CPA.** KlientBoost was able to achieve these impressive results for Tree Pros by applying techniques such as local ads campaigns, call-only campaigns, dynamic ad copy, and cost-cap bidding.

How We Did It:

- Local Ads Campaigns
- Call-Only Campaigns
- Dynamic Ad Copy
- Cost Cap Bidding



Layla and her team over at KlientBoost have quite literally 10x'd our lead volume and quality all while dropping our cost per lead by well over 50% from when we first started our journey together. To say they are doing their job is an understatement. They are paying for themselves and then some and I always bring them up to anyone interested. I can't say enough how lucky I am to have a partner like KlientBoost.

Mike Thiel - Director of IT & Web Technologies | Tree Pros, LLC

The Results

↑ **61%**
Increase in Conversions

↓ **18%**
Decrease in CPA

↑ **42%**
Increase in Conversion Rate

↓ **7%**
Decrease in CPC

↑ **40%**
Increase in Search Impression Shares