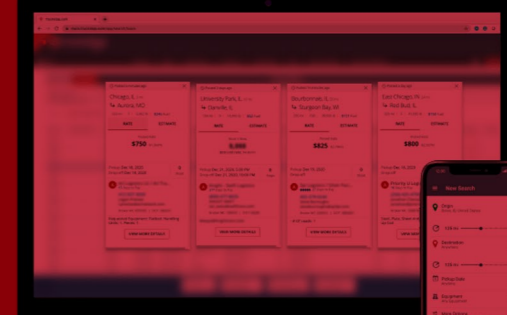


Truckstop.com Saw A 300% Increase In Conversions In Just 3 Months Through Single Keyword Ad Groups



Truckstop.com offers logistic solutions for transportation professionals to improve the process of load planning and transportation management through real-time rates. Since 1995, Truckstop.com has helped shape the transportation industry by providing a better way to move freight through their negotiation tools that have helped industry professionals find trusted freight partners.

Truckstop.com knew they could increase their conversions through their PPC campaigns, but didn't have the internal resources to focus on PPC. They decided to hire KlientBoost to help them optimize their PPC campaigns and get the results they wanted. In just 3 months, **Truckstop.com saw a 300% increase in conversions, and a 195% increase in conversion rate while dropping their CPA by 70%** through single keyword ad groups, negative keywords, landing page optimizations, and multivariate testing ad copy.

The Results

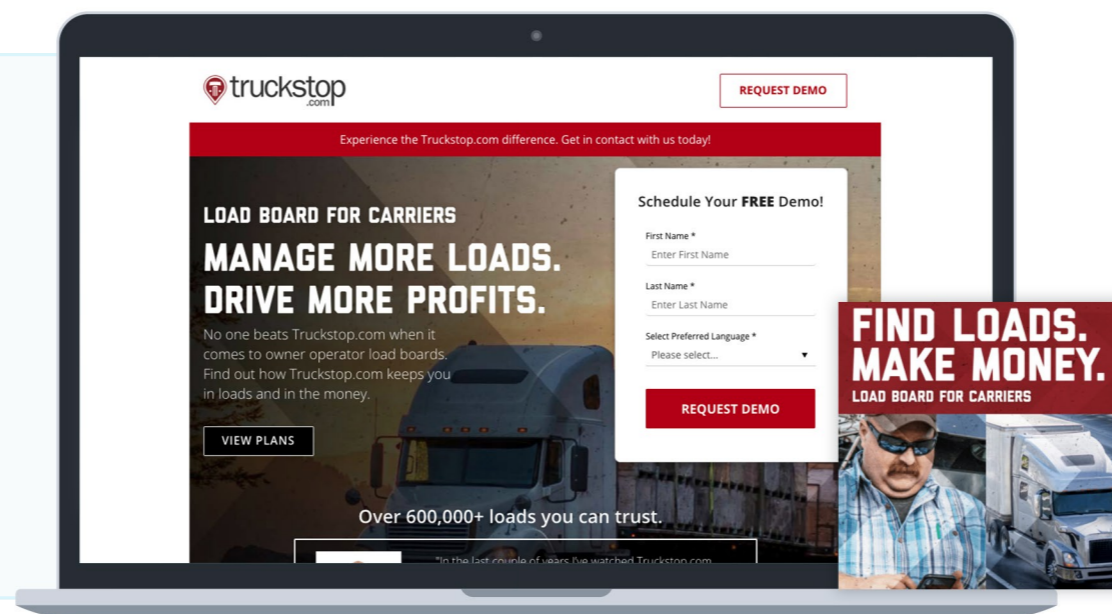
↓ **70%**
Decrease in CPA

↑ **300%**
Increase in Conversions

↑ **195%**
Increase in Conversion Rate

How We Did It:

- Single Keyword Ad Groups
- Landing Page Optimizations
- Negative Keywords
- Multivariate Testing Ad Copy



We hired KlientBoost to manage our PPC and SEM with the objective to increase leads and reduce our CPL. We have seen significant results and working with KlientBoost has been great. It is very hands-off and they have become an extension of our team. I am most impressed by the speed to achieve such fantastic results.

Chad Connally – Senior Director of Marketing | Truckstop.com