

# UserIQ Saw Their Conversions Skyrocket By 400% And Their CPA Decrease By 85% Through Native Lead Form Ads

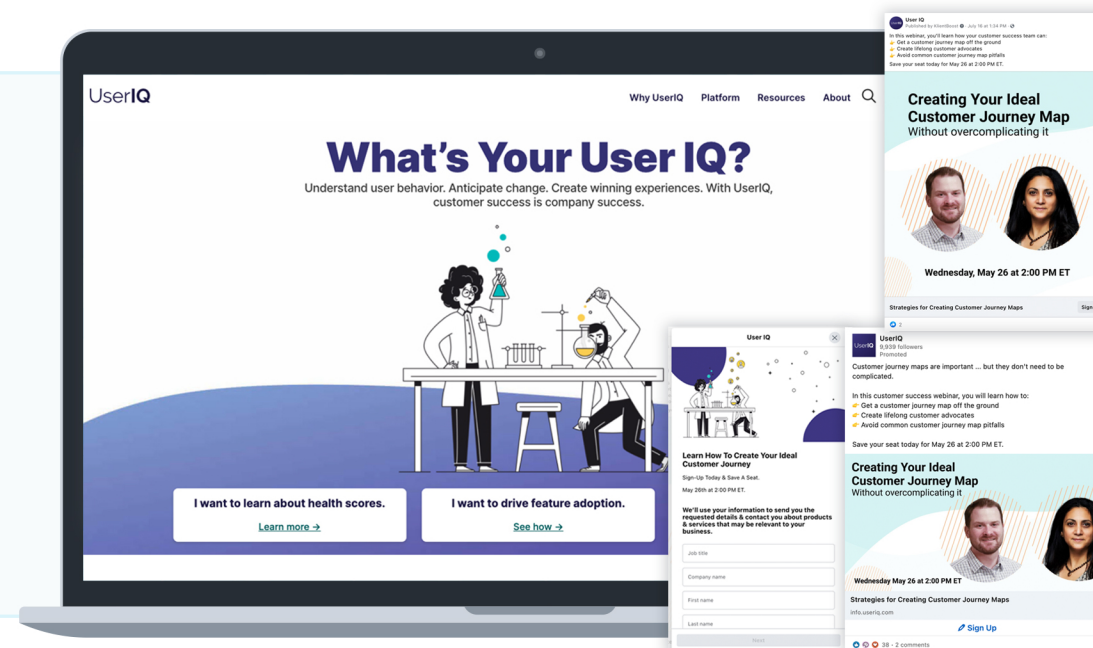


UserIQ helps software companies predict user behavior by providing detailed product analytics, including a health score that provides solutions through their platform. UserIQ helps businesses better understand their users, which has increased their user engagement and retention resulting in happier customers and reduced churn rates.

UserIQ wanted to grow its business through the use of digital marketing but needed an extra pair of hands to help them plan and execute their advertising efforts. Since hiring KlientBoost, UserIQ has seen a 400% increase in their conversions, a 30% increase in their conversion rate, and an 85% decrease to their CPA. KlientBoost helped UserIQ reach these goals through constant testing and found that applying techniques such as customized ad creative, prospecting campaigns, native lead form ads, and remarketing campaigns.

## How We Did It:

- Customized Ad Creative
- Prospecting Campaigns
- Remarketing Campaigns
- Native Lead Form Ads



*KlientBoost helps us plan and execute our advertising efforts. For each platform we advertise on, they segment our audience, draft ad and landing page copy, build and optimize the landing page, and create graphics. They monitor our ads on an ongoing basis and rotate in new tests every two weeks to optimize for best performance. Since working with KlientBoost, we've seen an increase in inbound leads and overall lift on demo request submissions. We've also tested several initiatives to see what works best and have established new best practices moving forward. Compared to agencies we've worked with in the past, we've also seen more efficient advertising, with our Google CPM dropping below \$10 for the first time with KlientBoost. I love that KlientBoost is constantly testing. Every two weeks, we rotate in a new test and make changes and decisions based on the results. They are very knowledgeable about best practices in digital advertising and strategies that boost performance.*

**Cameron Schuette** - Growth Marketing Manager | UserIQ

## The Results

↓ **85%**  
Decrease in CPA

↑ **400%**  
Increase in Conversions

↑ **30%**  
Increase in Conversion Rate

↓ **9%**  
Decrease in CPC