

# Airport Van Rental Increased Their CTR By 54% And Their ROAS By 30% Through Smart Bidding Strategies

## The Results

↑ **54%**  
Increase in CTR

↑ **30%**  
Increase in ROAS

↑ **22%**  
Increase in Revenue

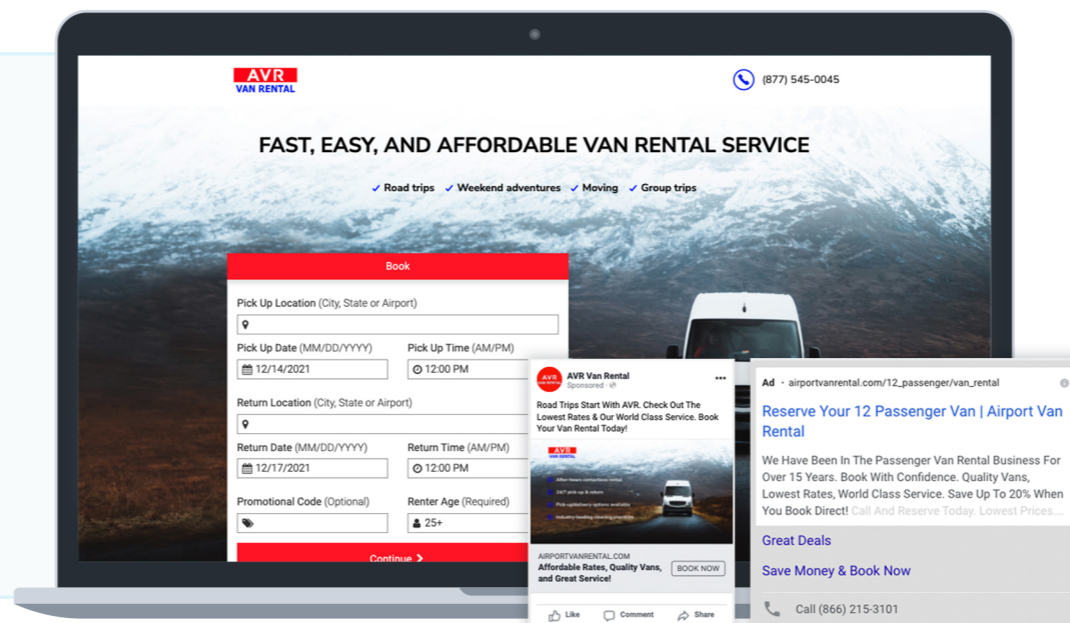
↑ **17%**  
Increase in Conversion Rate

Airport Van Rental has been the industry leader in van rentals for the past 20 years. Being the first van rental company in metropolitan cities such as Los Angeles, San Francisco, San Jose, Oakland, and Las Vegas, Airport Van Rental provides specialized and personal services that no other car rental company can match to date.

Airport Van Rental chose to hire the experts at KlientBoost for PPC guidance to minimize AVR's CPA while still increasing their conversions. Airport Van Rental admired the scientific approach KlientBoost took in their campaigns to help them achieve consistent results. **Through smart bidding strategies, A/B testing their landing page, ad schedules, and new ad copy, Airport Van Rental saw quarter-over-quarter growth. Towards the end of Q4 2021, Airport Van Rental exceeded their Q3 goals by increasing their CTR by 54%, ROAS by 30%, revenue by 22%, and conversion rate by 17%.**

### How We Did It:

- Smart Bidding Strategies
- A/B Testing Landing Page
- Ad Schedules
- New Ad Copy



*Working with KlientBoost has been a great experience. We brought them on to assist us with lowering our CPA during low demand times and find creative ways to maximize our ad spend. KlientBoost has been able to optimize our conversions while lowering our overall CPA. They have been amazing throughout the whole process keeping us informed and learning along the way. It's refreshing to be able to get an understanding of how and where our ad revenue is being spent so we feel confident, and the results show.*

**Sam Zubeidi** - Business Development Manager | Airport Van Rental