

Clever Real Estate Increased Their Conversions By 42% & Their Conversion Rate By 47% Through Automated Bidding

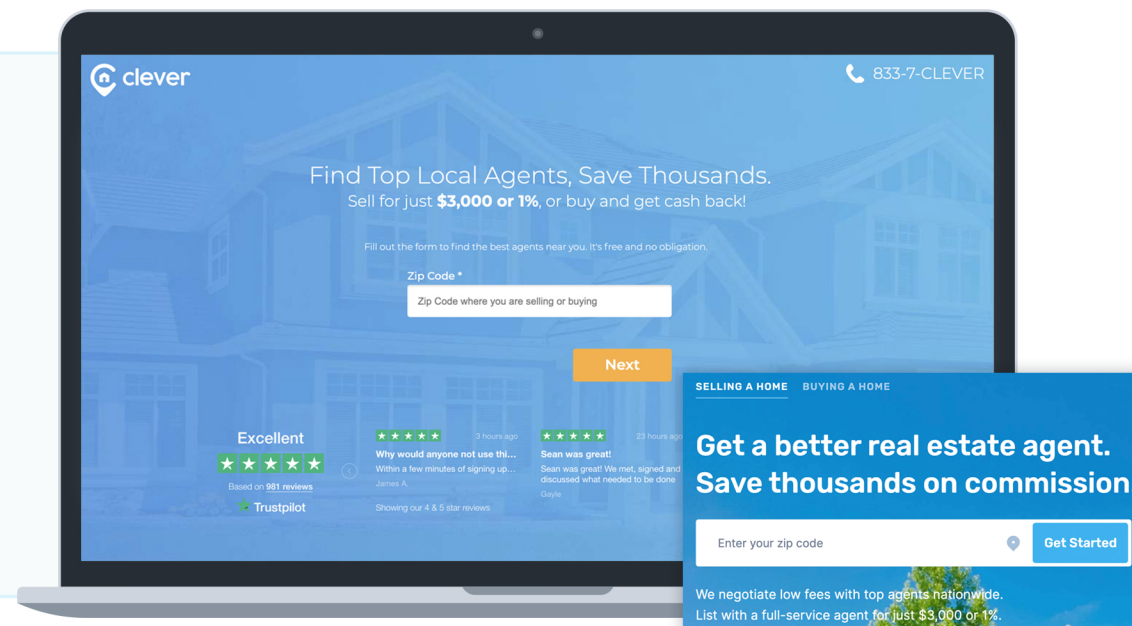


Clever Real Estate is a free service platform that guides its clients through the process of finding the right real estate agent. They provide their clients with hundreds of trusted local agents to choose from that work for a base competitive commission model, helping their clients save thousands of dollars on real estate fees.

Clever Real Estate turned to KlientBoost to help them manage their Google Ads account as they did not have the internal resources to take on their PPC advertising. By the end of Q2 2021, Clever Real Estate saw their PPC conversions increase by 42%, their PPC conversion rate increase by 47%, and their agreement volume increase by 15%. By applying techniques such as automated bidding, remarketing list for search ads, offline conversion tracking, and audience testing, KlientBoost was able to accomplish impressive quarter-over-quarter growth for Clever Real Estate.

How We Did It:

- Automated Bidding
- Remarketing List for Search Ads
- Offline Conversion Tracking
- Audience Testing



We hired KlientBoost to take over our Google Ads, as it wasn't something we wanted to take on in-house. They took over all of our Google PPC advertising, and manage the entire process on Google for 100's of unique campaigns. Our account has grown in volume by about 30% while maintaining our target ROI! Our account manager is really reliable, and will frequently communicate with us well outside normal business hours. He does what our account needs, and is willing to put in the extra effort to get it done.

Ben Mizes - Founder & CEO | Clever Real Estate

The Results

↑ **42%**
Increase in Conversions

↑ **47%**
Increase in Conversion Rate

↑ **27%**
Increase in Search Impression Shares