

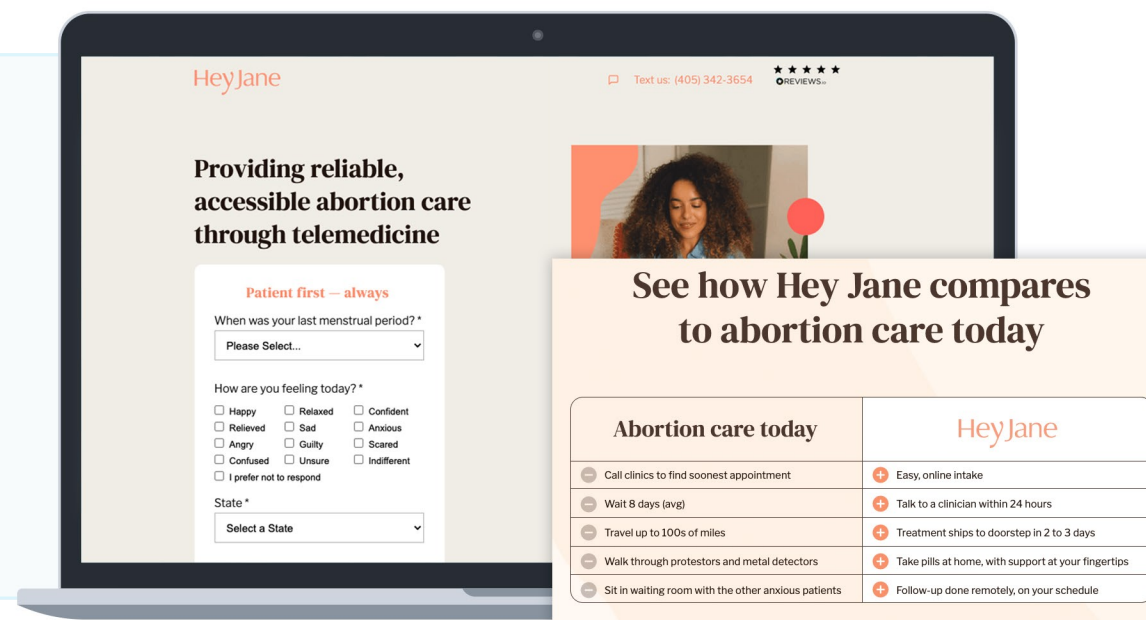
# Hey Jane Increased Their Revenue By 68% And Increased Their Conversions By 67% Through Competitor Keywords

Hey Jane is a modern, virtual abortion care solution that provides reliable, accessible abortion care through telemedicine. Their patients have the ability to chat with a caring doctor within 24 hours for half the average in-clinic price and no insurance is needed to receive their services.

Hey Jane resourced KlientBoost to help them manage their paid search and conversion rate optimization efforts to reach their target audience. **By the end of Q3 2021, Hey Jane saw a 68% increase in their revenue, a 67% increase in their conversions, and a 27% increase in their ROAS.** Through constant testing and optimizing their landing pages, KlientBoost applied techniques such as competitor keywords, A/B testing CTA button, and single keyword ad groups to achieve the results Hey Jane desired.

## How We Did It:

- Competitor Keywords
- Customized Landing Page
- A/B Testing CTA Button
- Single Keyword Ad Groups



## The Results

↑ **68%**  
Increase in Revenue

↑ **67%**  
Increase in Conversions

↑ **27%**  
Increase in ROAS



*KlientBoost has been great, they're very strategic and we've seen some great wins with them so far. They're strong problem solvers, which comes in handy in the industry we're in. This had led to an increase to our new patients by 20% QoQ and an increase in impression by 40% QoQ. They're incredibly open to feedback and adaptable to our processes.*

**Gaby Izarra** - Co-Founder, Head of Growth & Marketing | Hey Jane