

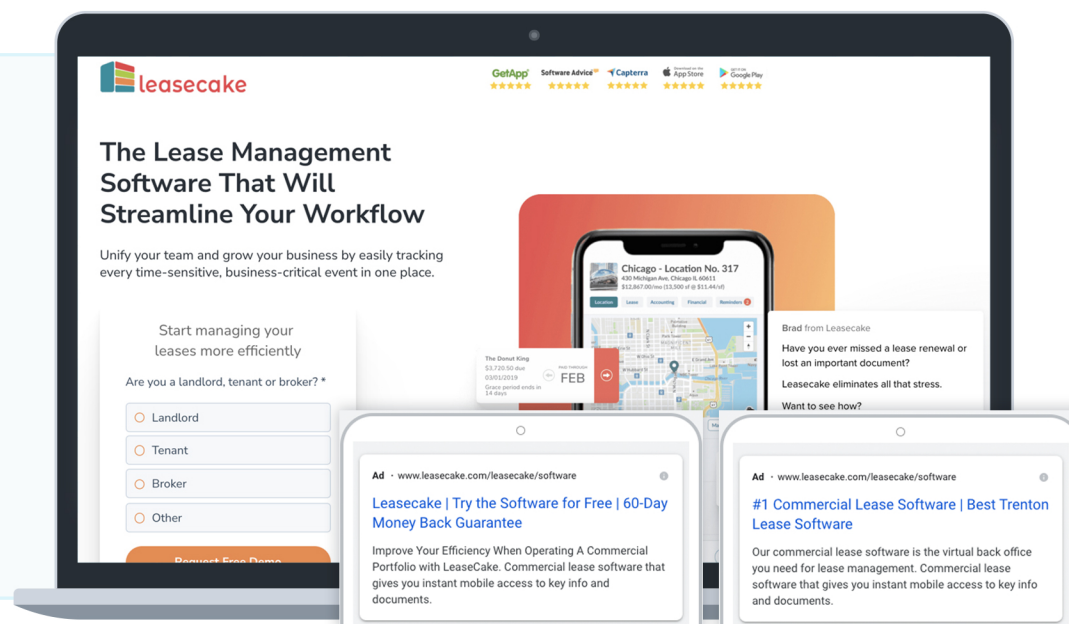
# Leasecake Increased Their Conversion Rate By 67% While Decreasing Their CPA By 34% Through A/B Testing Ad Copy

Leasecake removes the challenges to managing a portfolio of leased properties by automating, organizing, and notifying customers through their platform. Leasecake handles payments, documents and communicates critical information across business teams to help their customers save time and money when it comes to managing their real estate leases.

Leasecake turned to KlientBoost to help them reach their target audience and increase their conversions through their data-driven approach. By the end of Q3 2021, Leasecake saw a **67% increase to their conversion rate**, a **29% increase to their conversions**, and a **34% decrease to their CPA**. KlientBoost was able to achieve these results for Leasecake by applying techniques such as, A/B testing ad copy, remarketing lists for search ads, single keyword ad groups, and removing conflicting negative keywords.

## How We Did It:

- A/B Testing Ad Copy
- Remarketing Lists for Search Ads
- Single Keyword Ad Groups
- Ad Scheduling
- Removed Conflicting Negative Keywords



*Our experience with KlientBoost has been a textbook example of the Goldilocks principle. After working with agencies that were too big and too small, we finally found the one that's just right. Small enough that we get personal attention and can develop a relationship with our core team, and big enough that they have a deep bench of talent. The team's attention to detail is outstanding, and the communication exceeds anything I've experienced in previous agency relationships. KlientBoost offers the right balance for Leasecake.*

**John Terry** - Brand Marketing Director | Leasecake

## The Results

↓ **34%**  
Decrease in CPA

↑ **29%**  
Increase in Conversions

↑ **67%**  
Increase in Conversion Rate