

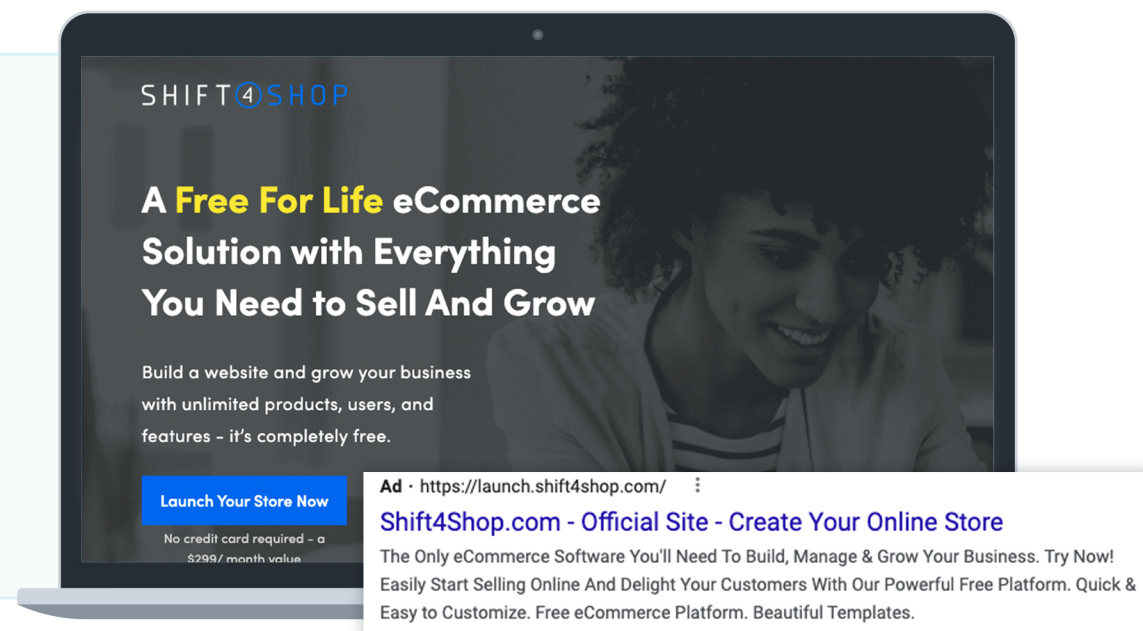
# Shift4Shop Increased Their Conversion Rate By 100% While Decreasing Their CPA By 15% Through Smart Bidding

Shift4Shop is a premium eCommerce platform that helps their clients sell online, fast. With their powerful online store builder and a robust suite of inventory management tools, you can design your store, sell digital downloads, and track sales without paying premium prices.

Shift4Shop resourced KlientBoost to help them with their digital marketing needs without compromising their budget, in particular, by getting help with PPC to increase their sales. **As a result of working with KlientBoost, Shift4Shop saw a 100% increase in their conversion rate, a 25% increase to their conversions, and a 15% cut to their CPA.** KlientBoost was able to help Shift4Shop achieve these results by applying techniques such as smart bidding implementations, single keyword ad groups, responsive search ads, and competitor targeting.

## How We Did It:

- Smart Bidding Implementation
- Single Keyword Ad Groups
- Responsive Search Ads
- Competitor Targeting



*"We've been working with KlientBoost for a few months and have been beyond impressed with their work. They are very thorough in their research process and are performance-focused in terms of ongoing management to ensure we are continuing to improve each month. We have seen continuous month-over-month improvement in our cost per lead. We've been extremely happy with KlientBoost. Overall, partnering with KlientBoost has been a great experience and I highly recommend working with them."*

**Nate Hirshberg** - Vice President, Marketing | Shift4 Payments

## The Results

**↑ 100%**  
Increase in Conversion Rate

**↑ 25%**  
Increase in Conversions

**↓ 15%**  
Decrease in CPA