

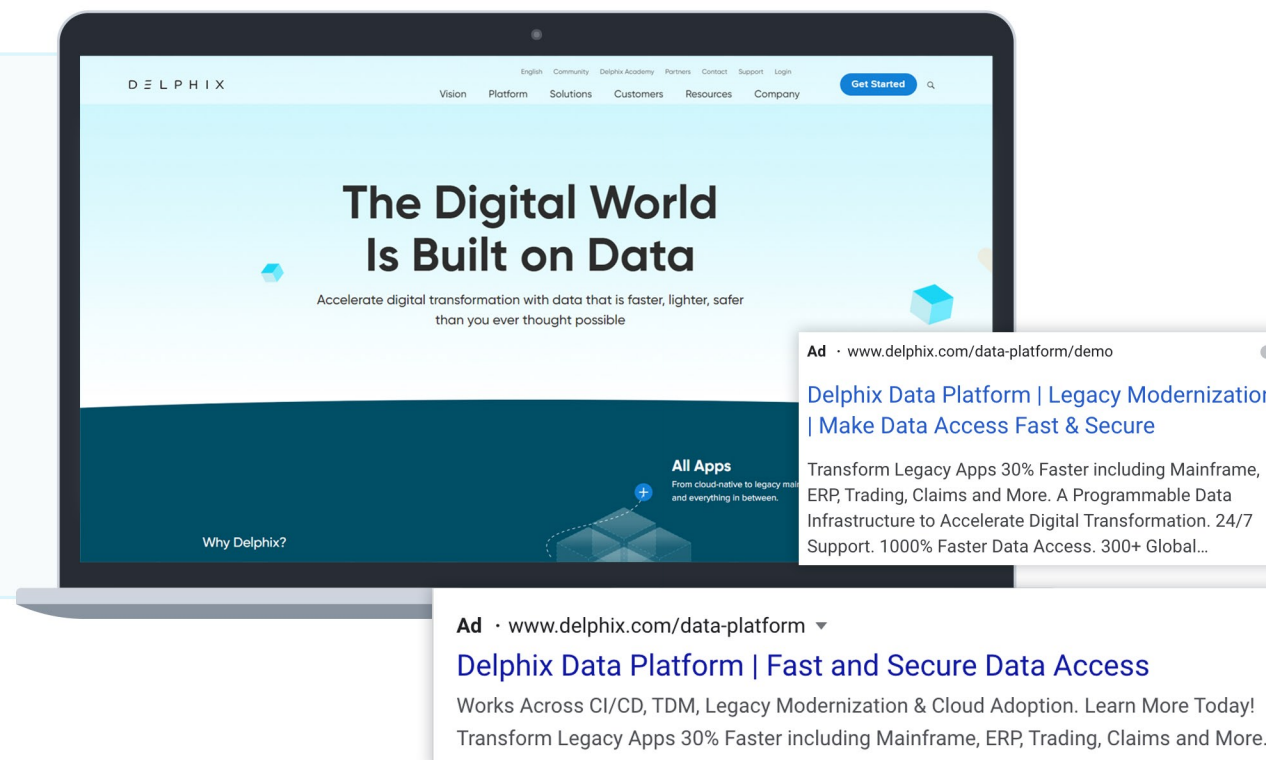
Delphix Increased Their Conversions By 23% While Reducing Their CPC By 72% In Just 3 Months

Delphix is the industry leader in programmable data infrastructure, providing an API-first data platform for digital transformation. Delphix can support all apps from cloud-native to legacy mainframe, and automate complex data operations to API-first data platform for multi-cloud, that can support all apps integrate modern toolchains through their seamless software.

Before resourcing KlientBoost, Delphix searched for an agency that was data-driven, transparent, and had the expertise to increase their conversions without breaking their budget. KlientBoost hit the ground running using techniques such as **tCPA bidding strategies, branded keywords, RLSA campaigns, and demo campaigns** to increase Delphix's search impression shares by 177%, and increase their conversions by 23% while reducing their CPC by 72% in just 3 months.

How We Did It:

- tCPA Bidding Strategies
- RLSA Campaigns
- Branded Keywords
- Demo Campaigns
- White Paper Campaigns



The Results

↑ **23%**
Increase in Conversions

↓ **72%**
Decrease in CPC

↑ **177%**
Increase in Search Impression Shares