

Prodigy Education Increased Their Conversions By 81% Through Keyword Tapering

Prodigy Education strives to help every student understand and love math. Through their curriculum-aligned tools, performance reports, and global partnerships, Prodigy Education empowers parents, teachers, and schools to promote a love for learning.

Prodigy Education needed expert guidance in managing and scaling their Facebook and Youtube campaigns to increase their conversions. Since combining forces with KlientBoost, Prodigy Education has seen an 81% increase to their conversions, and a 27% increase to their traffic while reducing their CPA by 42% through keyword tapering, target audiences, and video campaigns.

The Results

↑ **81%**
Increase in Conversions

↑ **27%**
Increase in Traffic

↓ **42%**
Decrease in CPA

How We Did It:

- Keyword Tapering
- Target Audiences
- A/B Testing Ad Creative
- Video Campaigns

