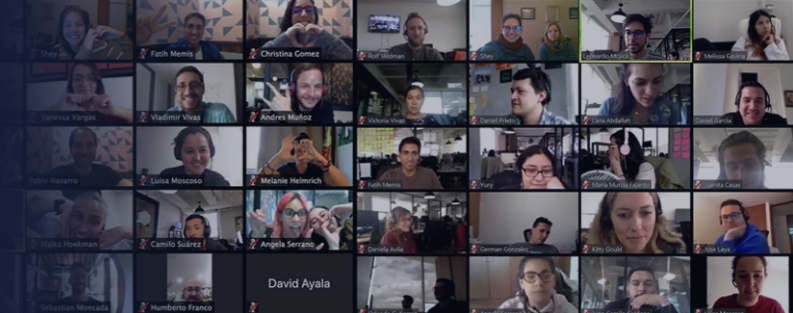


Bunny Studio Increased Their Conversions By 159% And Decreased Their CPC By 36% In Just 3 Months



Bunny Studio is a creative fulfillment platform where clients can find high-quality freelancers for their projects such as voiceovers, designers, content writers, video, and design services in more than 100 different languages. With an extensive database of over 13,000+ pre-vetted professionals, Bunny Studio promises its clients to always expect predictable outcomes, affordability, and ingenuity.

Bunny Studio resourced the experts at KlientBoost to receive support on their PPC strategy. After restructuring Bunny Studio's Google Ads account, KlientBoost optimized the account towards conversions that were most valuable as well as applying techniques such as single keyword ad groups, competitor keyword research, and running competitor campaigns. **This resulted in Bunny Studio increasing their conversions by 159% while cutting their CPC by 36% and their CPA by 23% in just 3 months.**

The Results

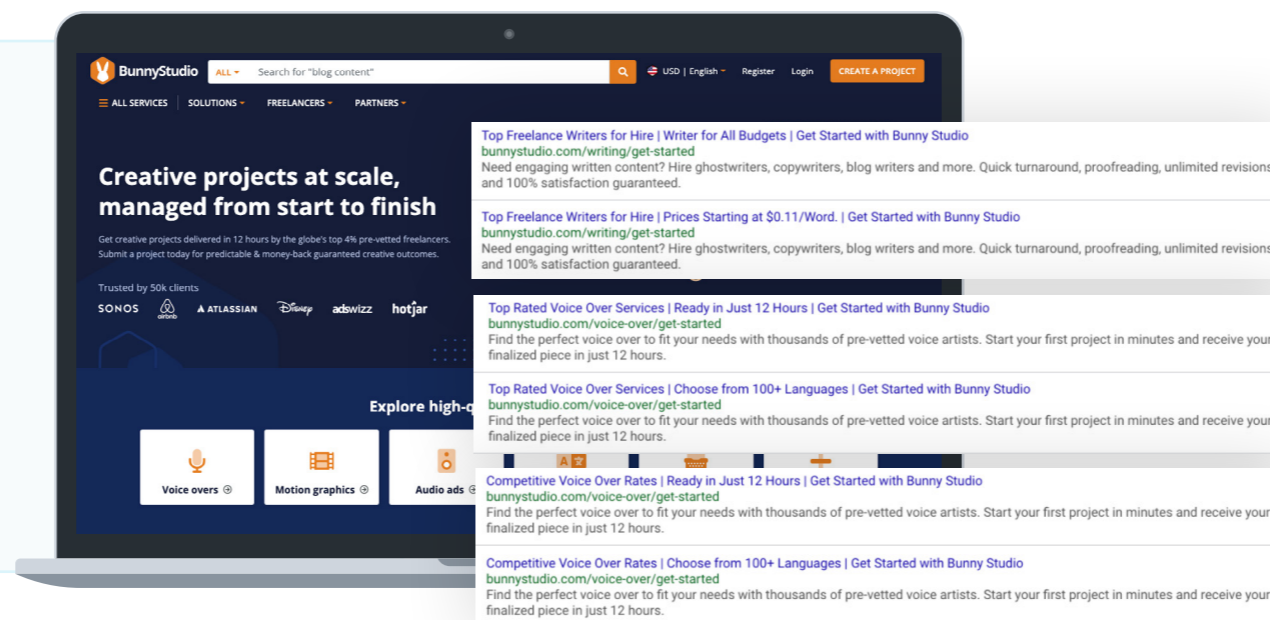
↑ **159%**
Increase in Conversions

↓ **36%**
Decrease in CPC

↓ **23%**
Decrease in CPA

How We Did It:

- Account Restructure
- Single Keyword Ad Groups
- Optimized Google Account
- Competitor Keyword Research
- Competitor Campaign



Very fresh and direct communication from the start. They have their processes well prepared. Communication was never a problem (we are a remote company) and they adapted to our style. In general, they were a great support to kickstart our Google Ads account generating structure and optimizing ads.

Valen Correa - Director of Marketing | Buny Studio