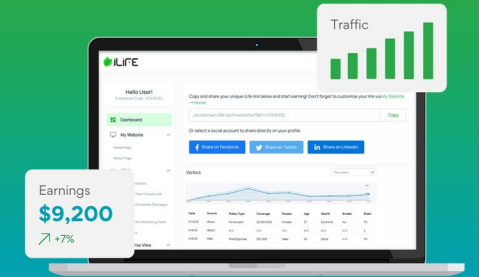


# iLife Technologies Increased Their Conversion Rate By 87% While Decreasing Their CPA by 33% Through Campaign Restructuring

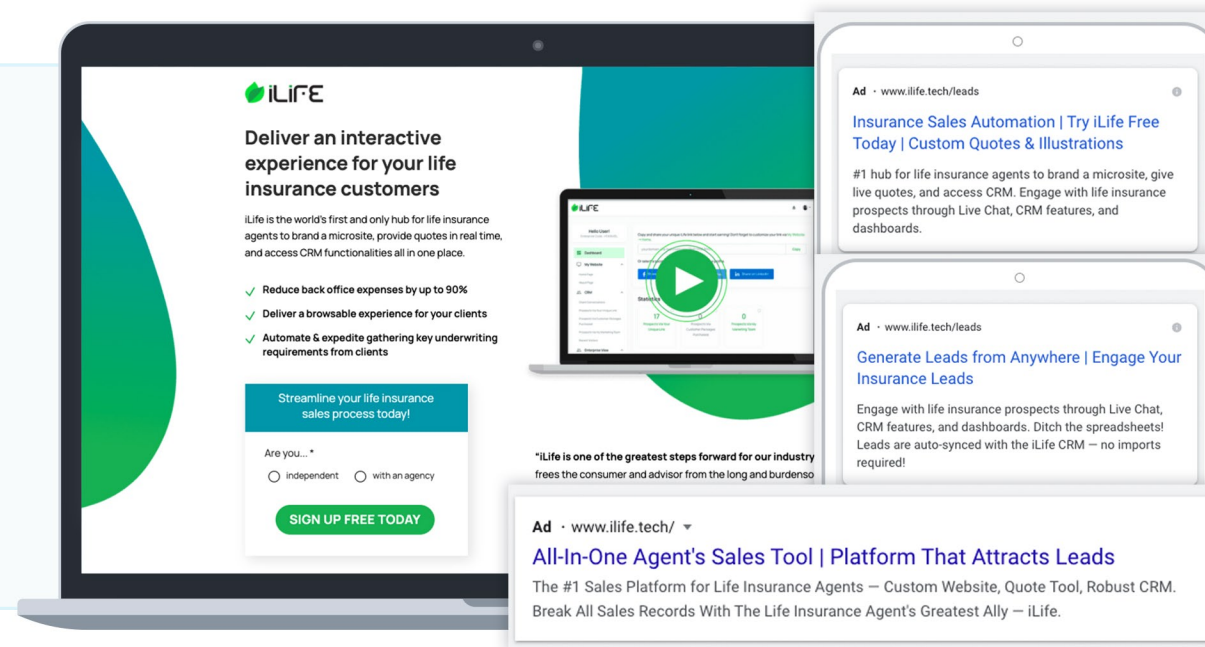


iLife Technologies provides agents and brokers the ability to sell more life insurance policies by having the ability to create a custom, white-labeled website within minutes that requires no training or coding. Through iLife Technologies' simple and intuitive browsing experience, agents capture a pipeline filled with high-quality prospects that helps increase agency productivity while saving time and expenses.

iLife Technologies wanted to properly utilize PPC marketing as a strategy to increase their lead generation, so they resourced KlientBoost to help them reach their goal. Within 1 month, iLife Technologies saw an 87% increase in their conversion rate, an 84% increase in their conversions, and a 25% increase to their CTR while cutting CPA by 33%. KlientBoost was able to attain these results for iLife Technologies by applying techniques such as campaign restructuring, keyword relevancy, ad copy relevancy, bidding strategies, and excluding audiences.

## How We Did It:

- Campaign Restructure
- Keyword Relevancy
- Ad Copy Relevancy
- Landing Page Relevance
- Bidding Strategies
- Excluding Audiences



*I brought KlientBoost on to manage our Google and YouTube ads. I had hired them at a previous company and was blown away by the results we saw. When it was time to hire an agency at a new organization, the KlientBoost team was the first I called. Since they've taken the accounts over, we've seen a 64% increase in CTR and an 11% decrease in CPA. Unlike other agencies that offer cookie-cutter solutions, KlientBoost truly takes time to understand your business and objectives from day one. Now, the KlientBoost team operates almost as an extension of our marketing team! They're proactive, organized, and very communicative, but most importantly, the team thinks strategically to craft the best plan to fit your unique business needs and continuously optimizes.*

**Jackie Kranenburg** - Growth Marketing | iLife Technologies

## The Results

**↑ 87%**  
Increase in Conversion Rate

**↑ 84%**  
Increase in Conversions

**↓ 33%**  
Decrease in CPA

**↑ 25%**  
Increase in CTR