

# BP Logix Saw A 3,214% Increase To Their Conversion Rate Through Audience Targeting Adjustments



BP Logix is a low-code automation platform company that helps regulated industries automate their complex processes. Using BP Logix, business owners can easily implement workflow templates that easily integrate their applications and ensure their Standard Operating Procedures (SOPs) are always being deployed on time and accurately.

BP Logix hired Search Bloom to help them leverage their paid channels in PPC and social media to drive leads and revenue while staying within budget. After applying new techniques in Q2, BP Logix saw quarter-over-quarter campaign growth. Their conversion rate skyrocketed by 3,124%, their conversions increased by 900% while cutting their CPA by 69%. The techniques that were used to achieve these impressive results were audience targeting adjustments, new gated offers, created lead gen forms, A/B testing ad copy and ad creatives.

## The Results

↑ **3,214%**  
Increase in Conversion Rate

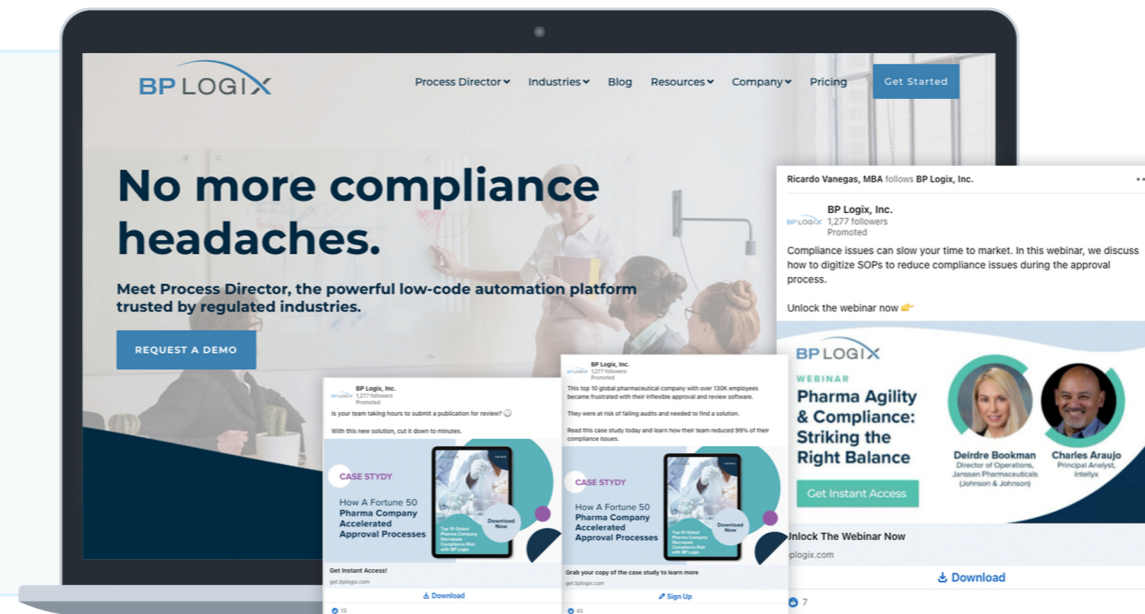
↑ **900%**  
Increase in Conversions

↓ **69%**  
Decrease in CPA

↑ **22%**  
Increase in CTR

### How We Did It:

- Audience Targeting Adjustments
- New Gated Offers
- Created Lead Gen Forms
- A/B Testing Ad Copy
- A/B Testing Ad Creatives



“We hired SearchBloom to help us leverage paid channels in PPC and social to drive leads and revenue. Search Bloom shifted strategies from PPC into paid social at our request, but also based on early indicators of success that weren't coming. About 4 months in, leads from LinkedIn started to come in from our ICP at a steady rate. Their iterative approach paid off. Their approach is consultative, there's some hustle to it as well. They are focused on what we're focused on – results. Search Bloom is a true partner that goes the extra mile to make sure you are successful.

**Chad Egelhoff** - Senior Marketing Director | BP Logix