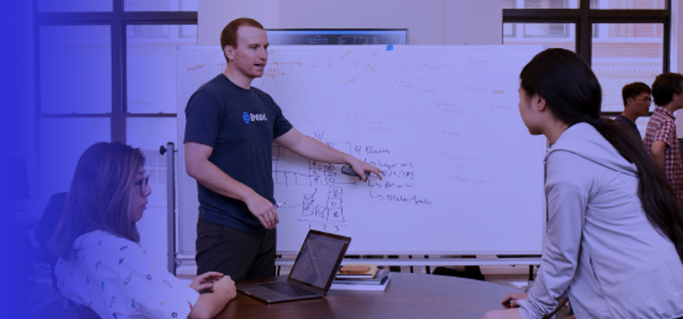


# How Bread Increased Their Conversions By 44% While Decreasing Their CPA By 31% Through CRO Landing Pages



Bread is a technology-driven payments company that is transforming the way consumers shop. Bread provides retailers the ability to offer their customers the option to pay overtime for the things they need, on their terms.

Bread turned to Search Bloom to help them increase their amount of leads per month while staying within their set budget. After hitting their Q2 goals, Search Bloom surpassed Bread's goals by the end of Q3. This meant that Bread saw a 44% increase to their conversions, and a 12% increase to their conversion rate while decreasing their CPA by 31%. Search Bloom was able to achieve this QoQ growth by applying techniques such as RLSA campaigns, portfolio bid strategies, custom creative, and CRO landing pages.

## The Results

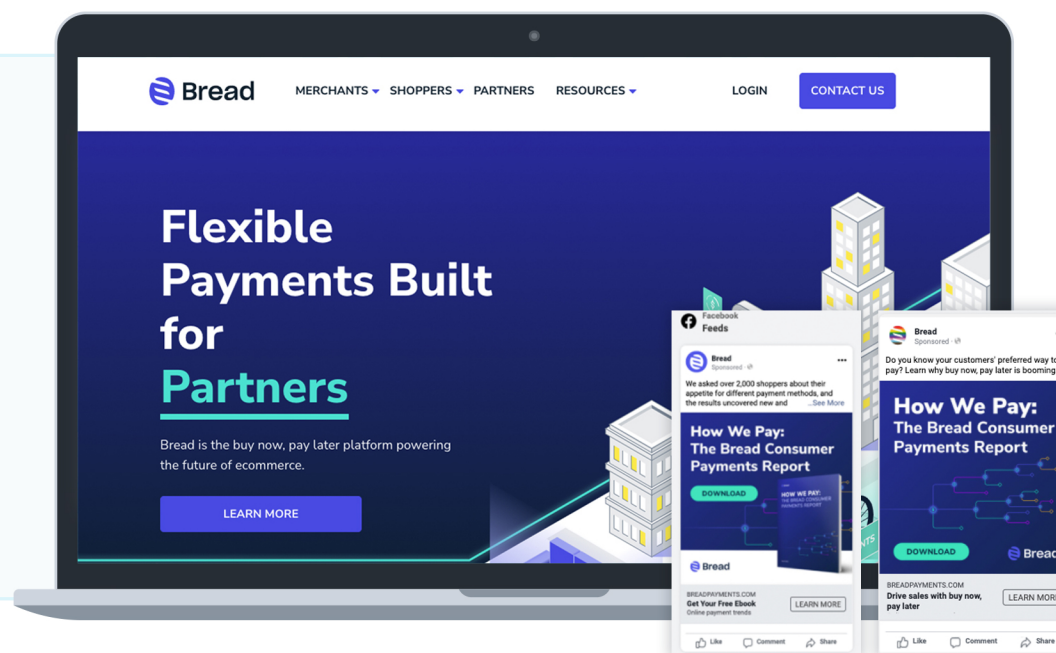
↑ 44%  
Increase in Conversions

↓ 31%  
Decrease in CPA

↑ 12%  
Increase in Conversion Rate

### How We Did It:

- CRO Landing Pages
- Custom Creative
- Portfolio Bid Strategies
- RLSA Campaigns



*Working with Search Bloom has been a pleasure – they feel like an extension of our team. Their attention to detail and constant testing to provide us stellar results have been the most impressive. We wanted a partner who could help us bring in high-quality leads through the pipeline and the team at Search Bloom has been helping us stay on track and has exceeded our expectations.*

**Ravi Dattagupta** - Enterprise Business Development Manager | Bread