

Cliently Increased Their Conversions By 89% And Their Conversion Rate By 83% Through Competitor Search Campaigns

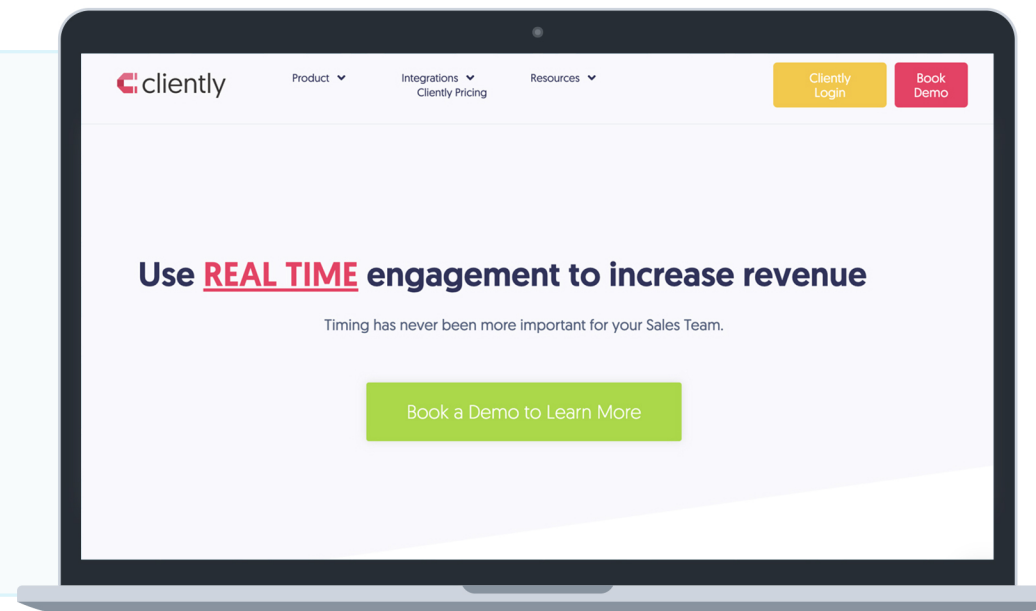


Cliently is a premier SaaS application that provides companies with qualified leads that fill up their pipeline through the use of automation to create opportunities without hours of prospecting. Cliently has made it easy for companies to personally engage with 500+ leads at once, and view detailed analytics such as open rate, clicks, and replies to track all their emails in one place, creating a complete sales team inside their application.

Cliently wanted to expand their reach to their target audiences through PPC campaigns but did not have the internal resources to manage it themselves. After combining forces with Search Bloom, Cliently was able to see an increase to their Facebook and Google campaign conversions by 89% and a 74% increase to their CTR by applying techniques such as competitor search campaigns, custom audiences, A/B testing image ads, and search campaigns.

How We Did It:

- Competitor Search Campaigns
- Custom Audiences
- A/B Testing Image Ads
- Search Campaigns



The Results

↑ **36%**
Increase in Traffic

↑ **74%**
Increase in CTR

↑ **89%**
Increase in Conversions

↑ **83%**
Increase in Conversion Rate