

# Docket Increased Their Conversions By 68% And Their Conversion Rate By 18% Through A Customized Landing Page

Docket is a tool designed to make meetings more productive. Docket provides their users the ability to document all decisions made in a meeting, create meeting agendas, as well as assign next steps in real-time for each participant that can easily be tracked within the platform.

Docket partnered up with Search Bloom to help them increase their monthly conversions. By the end of Q2 Search Bloom was able to surpass Docket's goals. **By using techniques such as a customized landing page, keyword match types, single keyword ad groups, A/B testing ad copy, and responsive search ads Docket saw a 68% increase in conversions, an 18% increase in conversion rate, and a 13% decrease in CPA.**

## The Results

**↑ 68%**  
Increase in Conversions

**↑ 18%**  
Increase in Conversion Rate

**↓ 13%**  
Decrease in CPA

### How We Did It:

- Customized Landing Page
- Keyword Match Type
- Single Keyword Ad Groups
- A/B Testing Ad Copy
- Responsive Search Ads

