

# One America Works Increased Their Conversions By 92% While Decreasing Their CPA By 66% Through A Customized Landing Page



One America Works is a civic and social organization whose goal is to overcome the economic division in America today by investing and educating companies on how to expand across the country. One America Works also works with cities and regions that need help promoting and marketing their strengths to grow their business to their fullest potential.

One America Works knew they could grow their business even more through PPC marketing, but did not have the resources in-house to manage it themselves. They turned to Search Bloom to help them organize and manage their campaigns and market to their target audience in the marketing funnel. Since partnering up with Search Bloom, One America Works saw results in just 3 months of working with Search Bloom. They saw a 92% increase in their conversions, a 66% decrease in their CPA, and a 31% increase in their conversion rate using techniques such as lead form ads, a customized landing page, smart-bidding, custom audiences, and A/B testing ad images.

## The Results

↑ **92%**  
Increase in Conversions

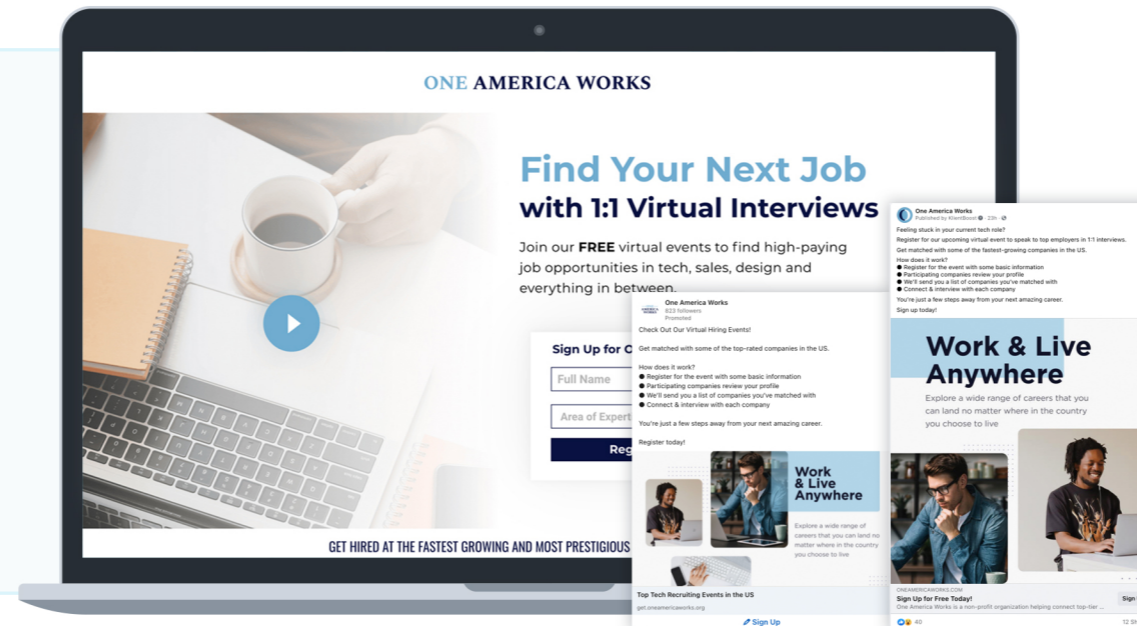
↓ **66%**  
Decrease in CPA

↑ **31%**  
Increase in Conversion Rate

↓ **20%**  
Decrease in CPC

### How We Did It In 3 Months:

- Lead Form Ads
- A/B Testing Ad Images
- A Customized Landing Page
- Smart-Bidding
- Custom Audiences



*We hired Search Bloom to help us with event promotion. We went through and broke up our audience into specific groups that we could target. Then we took these segments and conducted a series of small ad tests to see which ones performed best. Now, Search Bloom continues to iterate weekly on our advertising to drive costs lower and lower. We were able to drop our cost per lead from \$60 down to \$20. The workflow has been good. Their ability to learn and iterate on a variety of problems has been the most impressive to us. At this point, I am confident that our ads are running properly, without me having to spend countless hours staying on top of our performance.*

**Nathan Pitzer** - Director | One America Works