

Payanywhere Increased Their Conversion Rate By 355% And Their Conversions By 142% Through The Breadcrumb Technique



PayAnywhere makes credit card payments easy for business owners, employees, and customers through their Payanywhere Smart Solution Suite that allows you to create a unique checkout experience perfect for your business. PayAnywhere also comes with features to help grow and manage your business like a free virtual terminal for payment processing, invoicing, inventory management, and reporting to help build a better customer relationship in-store or online.

PayAnywhere turned to Search Bloom to help them with their PPC campaigns. After 5 months of working together, PayAnywhere saw a **355% increase in their conversion rate**, a **142% increase to their conversions**, and a **54% decrease to their CPA**. Search Bloom executed these impressive results by using techniques such as bottom feeder approach, single keyword ad groups, tCPA bidding strategy, CRO testing, and the breadcrumb technique.

The Results

↑ 355%
Increase in Conversion Rate

↑ 142%
Increase in Conversions

↓ 54%
Decrease in CPA

↑ 16%
Increase in CTR

How We Did It:

- Bottom Feeder Approach
- Single Keyword Ad Groups
- tCPA Bidding Strategy
- CRO Testing
- Breadcrumb Technique

