

# Salesloft Increased Their Conversions By 27% While Reducing Their CPA By 20% Through Custom CRO Landing Pages



Salesloft is an all-in-one platform that helps thousands of businesses drive more revenue with their Modern Revenue Workplace™. Salesloft provides sales teams deal-specific insights through their analytics & reporting dashboard, 1-on-1 coaching, as well as guide reps through the sales engagement process, and automate the buyer interactions across phone, email, and social to ensure no targets slip through the cracks.

Salesloft was intrigued by Search Bloom's data-driven approach and combined forces to improve their lead gen strategy. Through constant testing, Search Bloom was able to find the winning techniques to surpass Salesloft's goals. After applying techniques such as custom CRO landing pages, portfolio bid strategies, RLSA campaigns, and campaign consolidation, Salesloft saw a 27% increase in their conversions, a 15% increase to their conversion rate, and a 20% decrease to their CPA.

## The Results

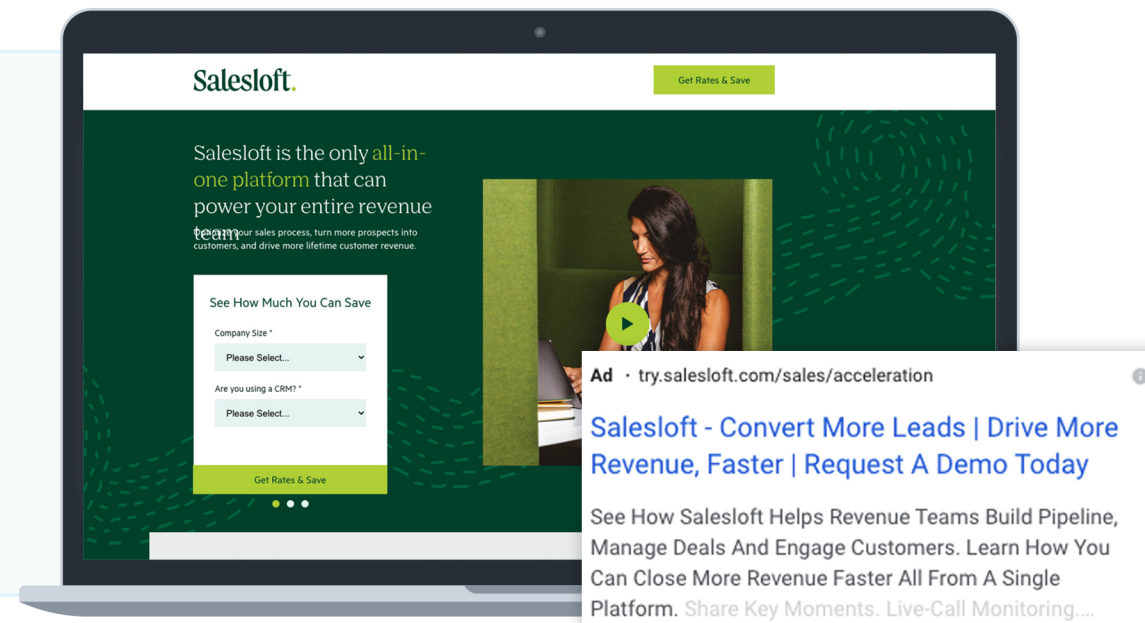
↑ 27%  
Increase in Conversions

↓ 20%  
Decrease in CPA

↑ 15%  
Increase in Conversion Rate

### How We Did It:

- Custom CRO Landing Pages
- Portfolio Bid Strategies
- RLSA Campaigns
- Campaign Consolidation



“Search Bloom was able to help us quickly develop and launch several new landing page designs and A/B test them for the highest optimization. They also reduced our average CPA on Google by about \$50+ and were also able to expand our search strategy on Bing to now being about 120 leads per month. One thing I like about Search Bloom is how quickly they work and just how great the outcomes are. Things don't slip through the cracks, they're done before I even ask, and always right the first time. Our account manager listens and responds to our needs and then manages the rest of the team as necessary towards results, bringing in experts from the Search Bloom side as needed.

**Michael Pannone** - Director of Demand Generation | Salesloft