

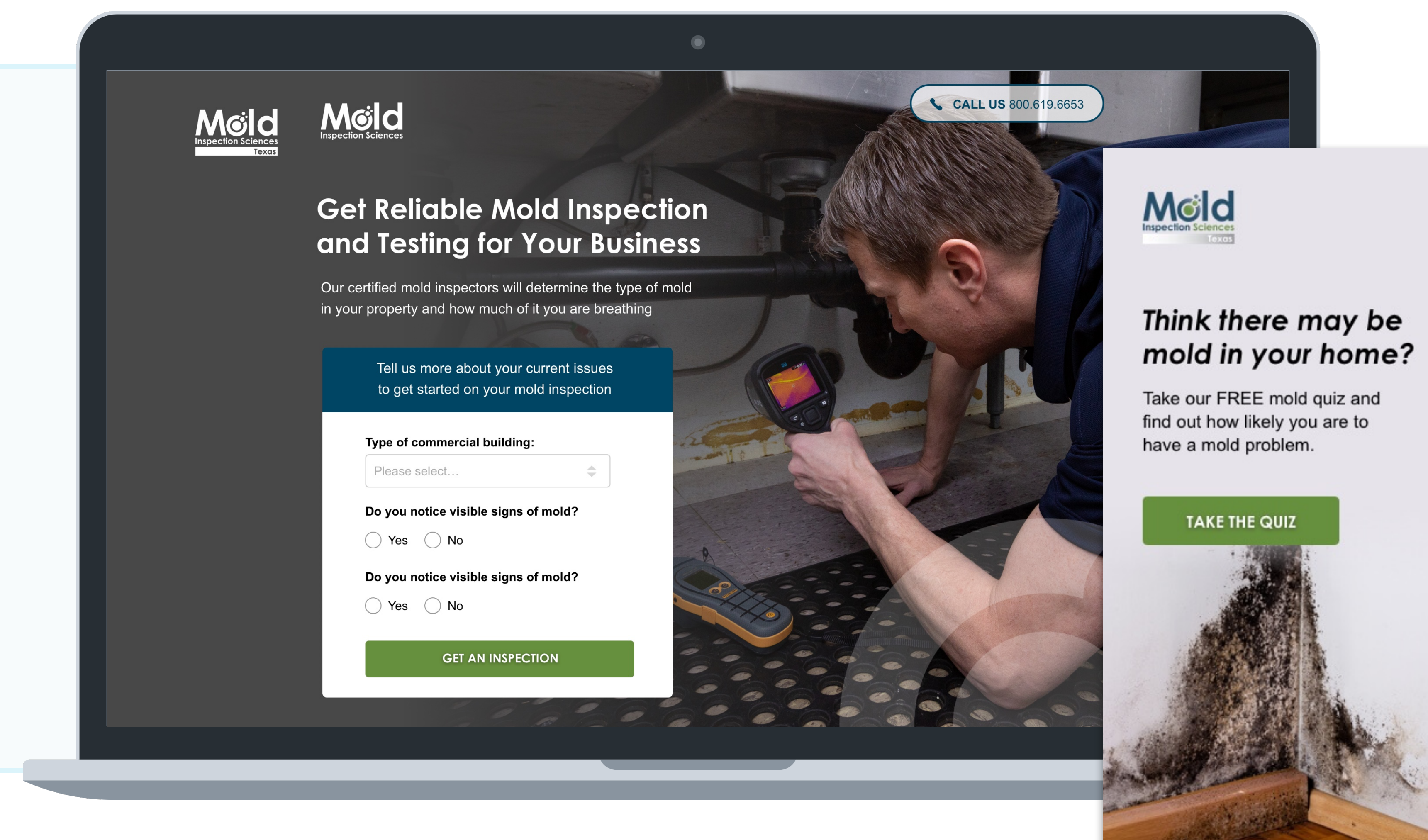
# Mold Inspection Sciences Halves Cost Per Lead With A Nearly 300% Increase In Conversion Volume

Mold Inspection Sciences was founded in 2002 with the singular goal of providing helpful and affordable mold inspection equipment and services to any client who has dealt with the nuisance.

Prior to working with KlientBoost, Mold Inspection Sciences had seen mixed results when it came to Google Ads and other paid search marketing strategies. However, KlientBoost was able to change their minds with significant and impressive results. In a year's time, KlientBoost has effectively flipped their conversion volume and CPA on their respective heads, resulting in a **huge boost in conversion volume while cost per lead was nearly cut in half.**

## How We Did It:

- Implemented & Optimized SKAGs
- Landing Page Split Testing
- Call Only CTAs For Specific Ads
- In-Market Audiences For Search
- Broad Match Keyword Targeting



## The Results



**274%**

Increase in Conversion Volume



**87%**

Increase in Conversion Rate



**47%**

Decrease in Cost per Lead



“We had been running our own Google Ads accounts for years with mixed results. While it was nice to see the KB team making changes in our account, we weren't certain until we saw the massive gains in conversion volume. After that, the decreased cost per lead and continued growth have been icing on the cake. The KB team's responsiveness and constant optimization of our campaigns really does impress time after time.”

**Paul Sterling** - CMO | Mold Inspection Sciences