

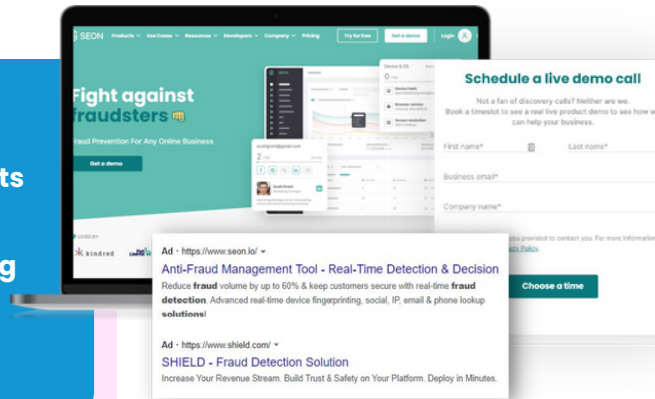
# How TwoSpouts partnered with SEON.io to Increase Conversions with new Ad Copy

SEON.io is a pay-as-you-go (grow) fraud detection platform that can be hooked up with your software or website to reduce the number of fraud signups you receive.

As a quickly growing and dynamic company, SEON came to me looking for clarity on their account with an in-depth audit. Based on the audit we found key tracking assumptions which needed addressing as well as identifying ad copy improvements needed to increase CTR and lower Cost per Click. I helped implementing a complete ad copy overhaul resulting in increases in these main metrics.

## How i did it, cheer!

- Discovery of customer pain points
- Competitor research
- Identify what is currently working
- Ad copy rewrite overhaul
- AB testing against old copy



## The Results



**55%**

Increase in Click Through Rates



**100% +**

Conversions



**BIG WIN**

Ad copy successfully positioning the brand above most competitors



*"Michael is a true expert in Google Ads, PPC, and biddable media. He helped us to improve our game and re-wrote all the Ad copy which lead to 100%+ conversion improvement. Good communication, reliable professional, highly recommended!"*

**Tamas Kadar, Co-Founder of SEON.io**