

GREW ORGANIC PIPELINE REVENUE BY \$19M IN FIRST YEAR

Business Challenges

- Driving business-level results with channel data
- Lack of audience segmentation & tracking
- Messaging exclusive to existing customers & leads

(un)Common Approach to SEO

- Incorporate end-to-end sales data into strategy
- Iterative segmentation of user base into distinct categories
- Align messaging with user search behavior

(un)Common Results

