

How We Transformed Search Marketing Performance Through Integrating Search Data

A Market Leading Brand Faced Cost Pressure and Mounting Competition

A leading B2B SAAS services company faced pressure and mounting revenue growth due to market variables and situational readiness needs in their search marketing campaigns. The client needed a solution to scale search capabilities and drive significant revenue increases.

Approaching the Challenge Through an Integration Lens

- Implemented a Holistic Search strategy powered by AI and NLP, streamlining both organic and paid search workflows.
- Introduced a new tech stack to improve search visibility, reduce human error, and optimize end-to-end search experiences.
- Fostered cross-functional collaboration to unify efforts between Brand and Marketing teams, resolving friction and improving workflow efficiency.

Results: Driving 25% Revenue Growth with Innovative Search Strategies

- Generated an incremental durable increase in revenue, a 25% YoY increase over Three Year Span
- Increased Paid Media click-through rate (CTR) from 13.8% to 17.7% and reduced CPC from \$2.80 to \$2.60 over 36-month time span
- Achieved 103% Cost index by implementing data-driven automation and personalized customer journeys all while the marketplace saw a 15% increase in cost basis