



Data-driven strategies for CMOs to slash customer acquisition costs

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March, 2024



Quick Intro



17+ Years of Digital Marketing Experience



Ex IAC, AT&T, Yahoo! & eBay



Since AdLift, consulted for PayPal, Walmart, Overstock, Box, Airbnb & Bausch & Lomb



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BARNES & NOBLE



LEGALZOOM



BlueJeans



BAUSCH + LOMB

yahoo!



credit sesame

COVERHOUND



ADL↑FT



Rakuten

JOBVITE



duda



Acquire. Amplify. Advance.



Marcus:
by Goldman Sachs™

verizon



bills.com

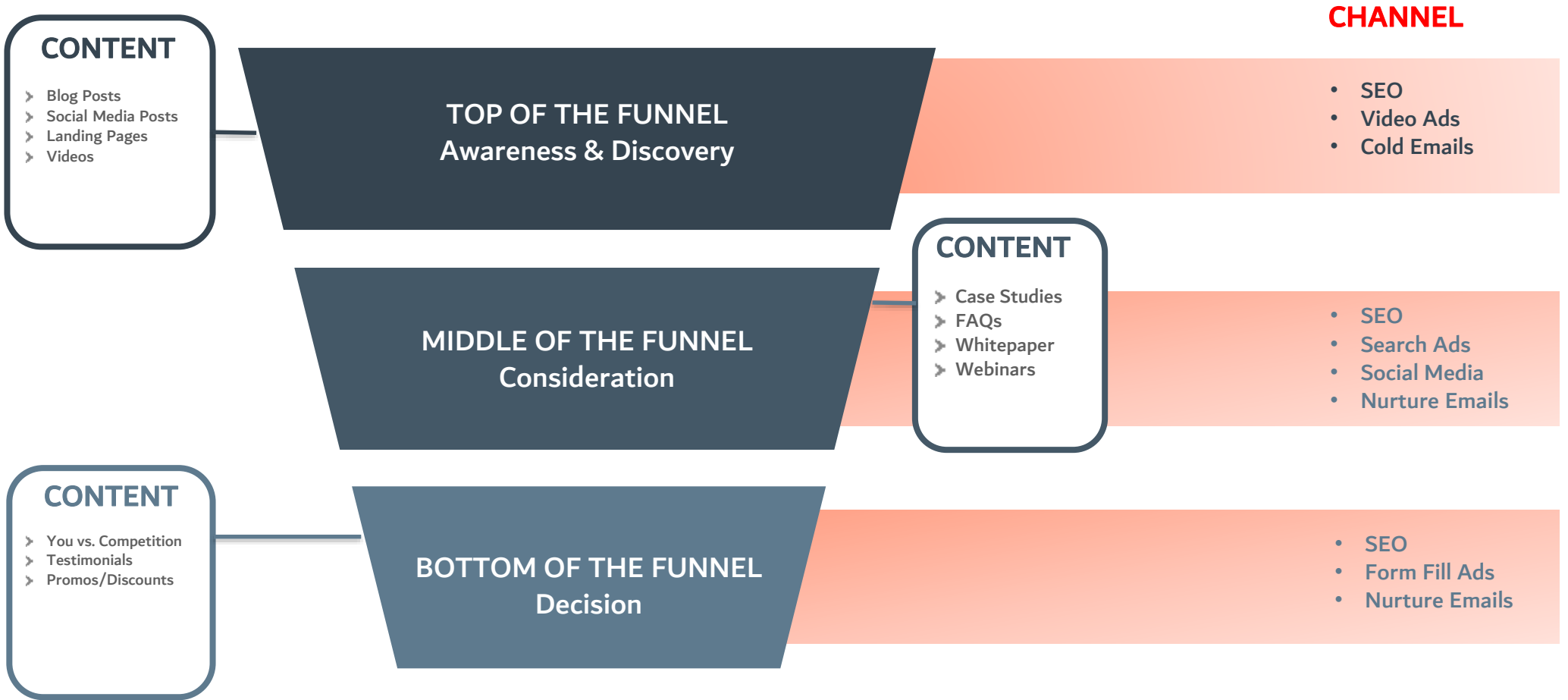
simplilearn

LUMENS
ADL↑FT
Acquire. Amplify. Advance.

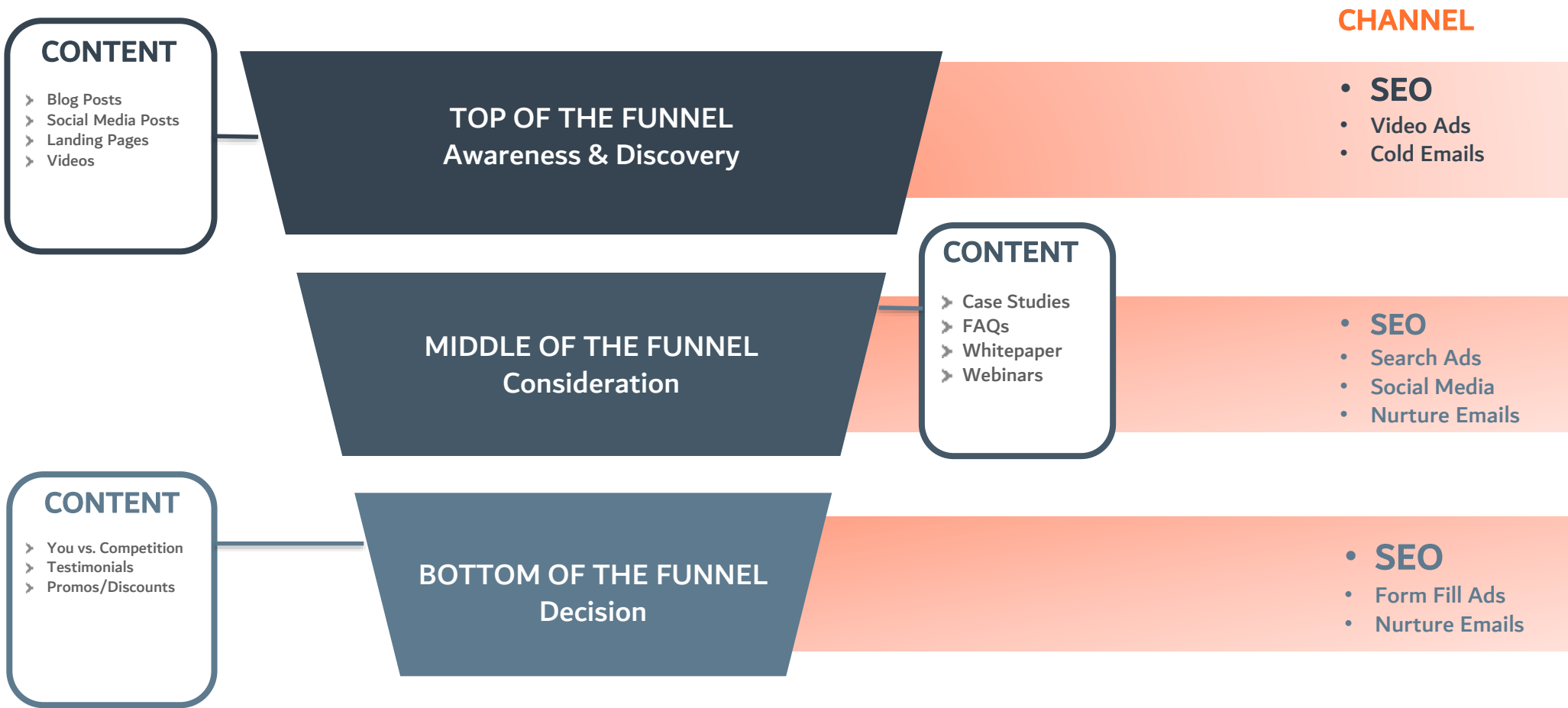
We're going to cover

- Key **Drivers** of your Customer Acquisition Channel
- Effects of driving **Organic Traffic/SEO** to Customer Acquisition Costs (CAC)
- Slashing **CAC** by increasing traffic that **converts** via
 - **Competitor** benchmarking
 - Leveraging **paid** data
 - Creating **content** that converts
 - **Publishing** content via Content Lift

The Customer Acquisition Funnel

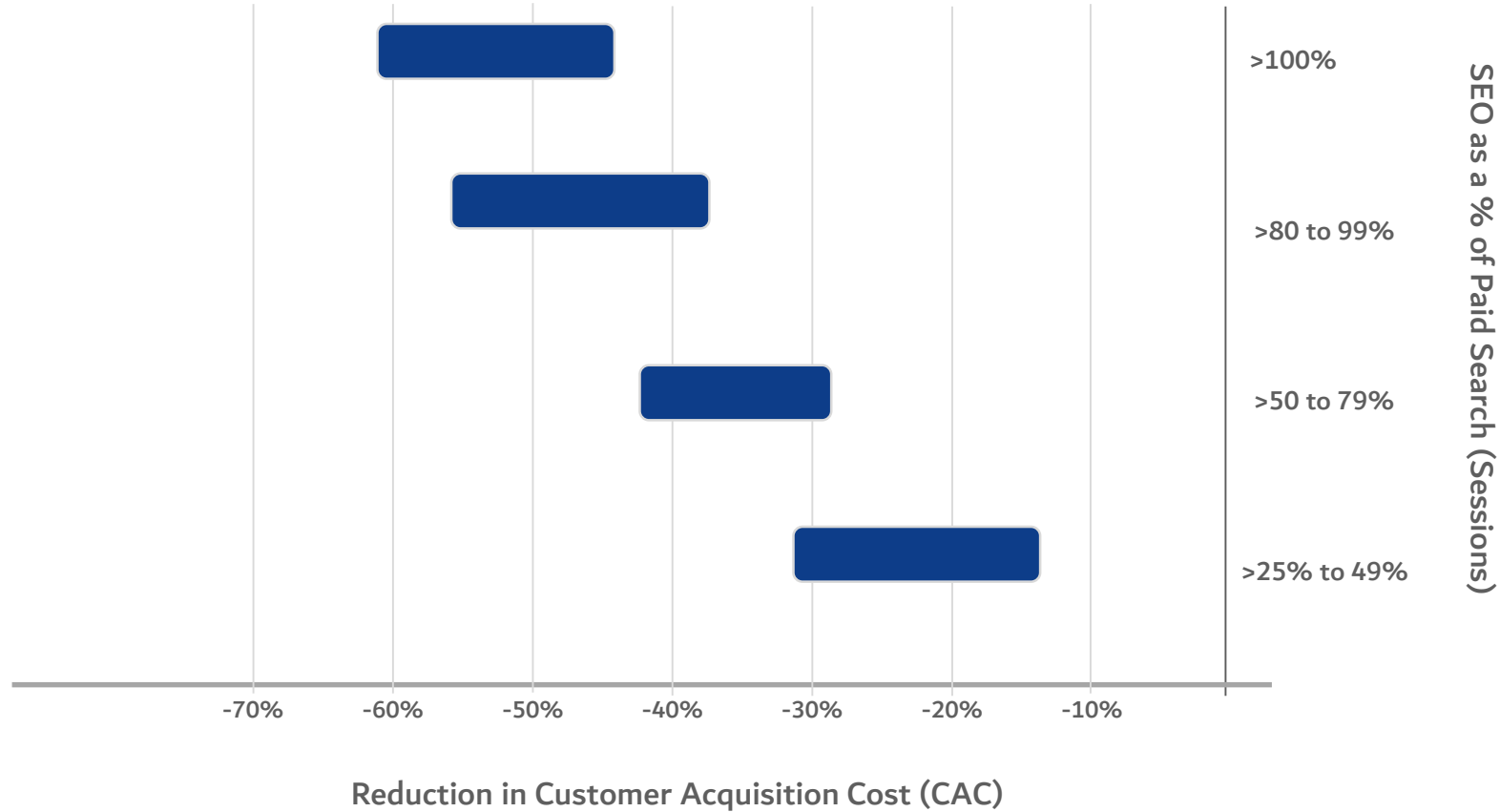


The Customer Acquisition Funnel



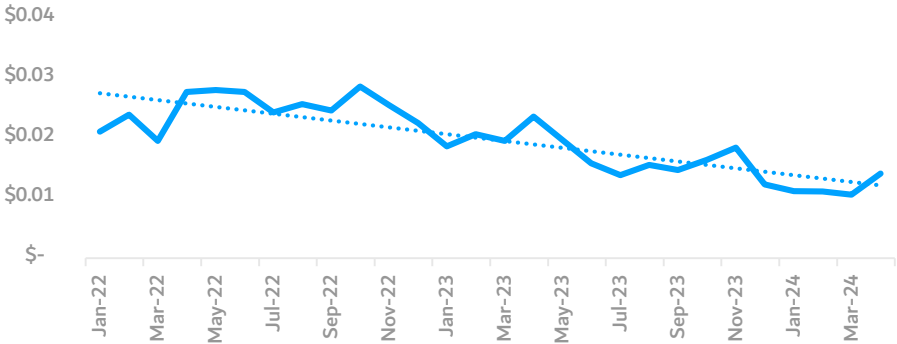
The Effects of **Increasing** SEO Traffic/Revenue on **CAC**

As % of SEO Increases, CAC **Decreases** Significantly

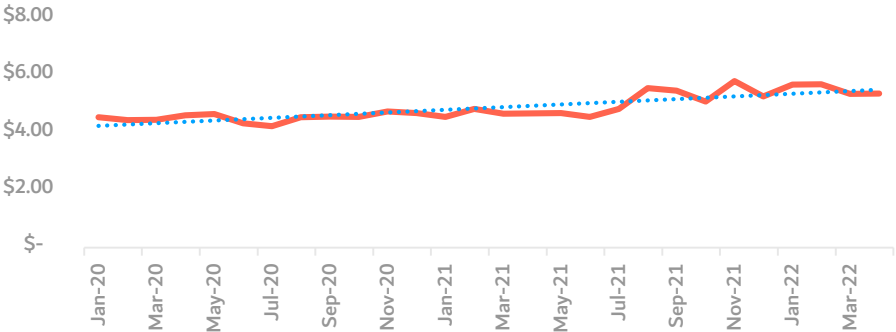


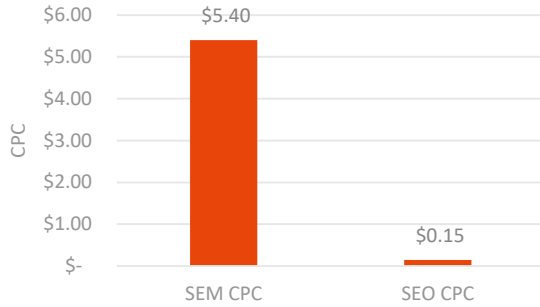
SEO Is the **Highest** Driver of **ROI** Across Any Digital Channel

SEO eCPC

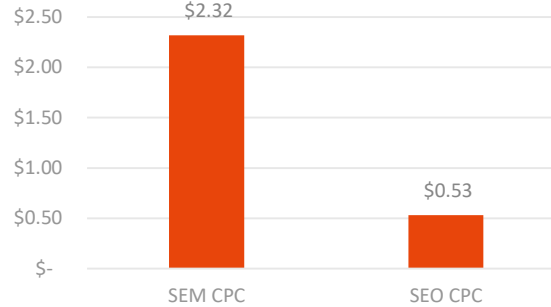


Paid Search CPC

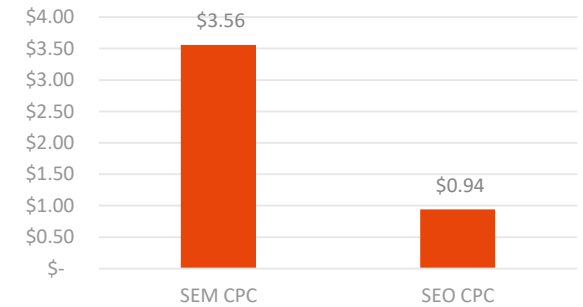




Ecommerce (Personal Care)

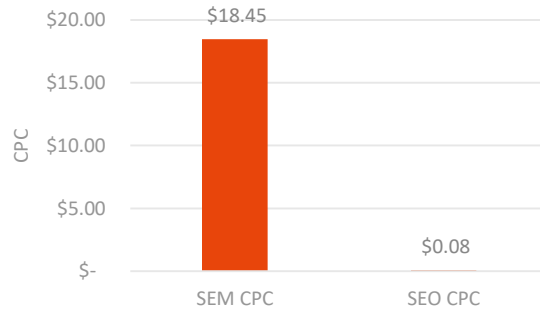


Ecommerce (Fashion)

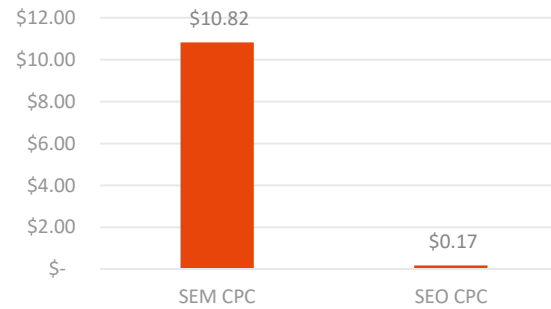


Finance (Investments)

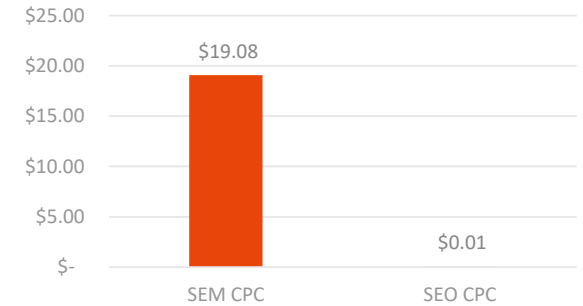
Paid CPCs are 3X to 50X+ Higher than **SEO eCPCs**



Finance (Insurance)

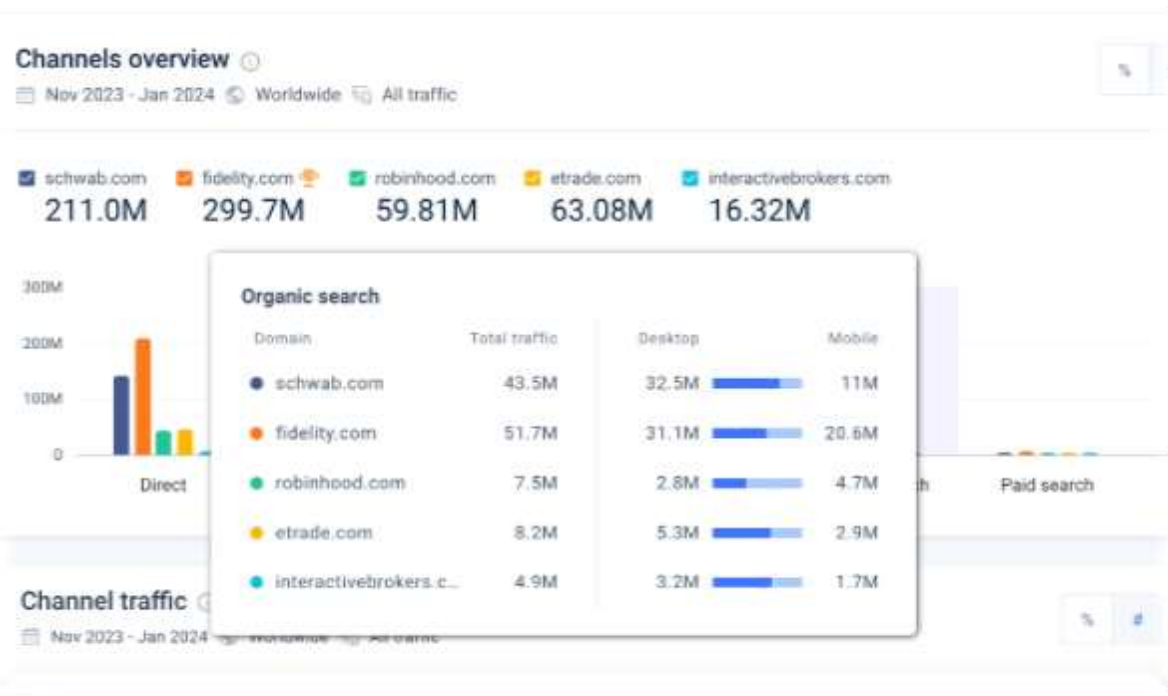


Education

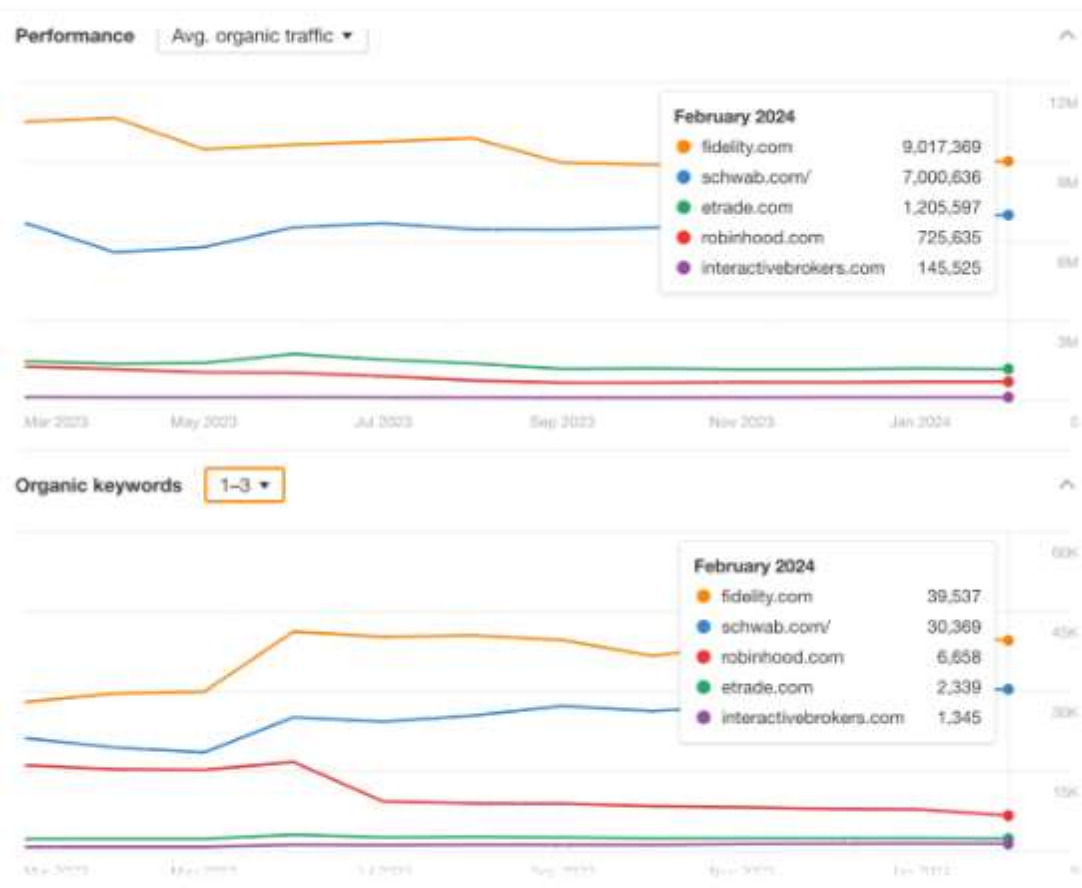


SHARE OF VOICE & COMPETITIVE BENCHMARKING

Competitor Content Gap Analysis To Drive **Meaningful** Insights



Competitor Content Gap Analysis To Drive Meaningful Insights (Cont..)



Leveraging **Paid Search** Data

Leveraging Synergies Between Paid and SEO

Keyword	Monthly Search Volume	CPC	SEO Positions	Keyword Difficulty
reit	52,000	1.68	10	87
roth ira account	5,800	2.96	1	74
where to buy stocks	4,600	3.08	22	72
roth conversion calculator	4,300	0.56	1	10
invest in s&p 500	2,300	1.67	24	55
fundrise account	3,800	1.82	77	30
best stock brokers	1,800	2.25	79	77
schwaab	1,900	0.09	2	22
best stock broker	2,000	2.25	87	68
corporate bond rates	2,200	1.12	14	48
best brokerage	1,600	1.96	40	59
online broker	1,500	3.3	17	95
highest ira rates	1,700	1.22	68	26
401k to roth ira	1,500	1.79	10	30
s and p 500 index fund	1,500	1.72	10	71
roth sep ira	1,100	1.39	10	50

roth sep ira	1,100	1.39	10	50
online investing	1,400	4.7	5	97
transfer 401k to ira	1,400	2.71	1	59
retirement account types	1,800	1.28	12	81
ira distributions	1,900	0.75	4	66
roth iras	12,000	1.78	4	79
roth ira account open	1,000	7.68	3	69
buy stocks now	1,400	1.35	67	60
investment websites	1,200	3.74	10	95
stock account	1,100	5.25	4	91
rollover 401k to roth ira	1,100	1.99	3	41
how to transfer 401k to ira	1,100	3.18	3	56
roth ira rates	1,200	0.95	17	65
reit investment	1,200	2.16	6	85
brokerage firms near me	700	5.19	6	92
how to buy s&p 500 index fund	900	1.78	24	48
best investing platforms	900	2.89	74	72
ira conversion to roth	1,300	0.82	5	48
charles s	900	0.67	1	62
rollover roth ira	900	2.02	3	53
www.schwab	900	0.07	1	73
trade account	1,100	5.28	6	71

trade account	1,100	3.28	0	71
rollover 403b to ira	900	2.94	10	28
discount broker	900	2.52	>100	44
how much can i contribute to roth ira	900	0.25	1	69
brokerage account for beginners	700	4.88	26	72
how to start trading	1,000	2.29	53	52
custodial investment account	600	2.02	3	50
opening a brokerage account	800	8.38	3	64
stock investments	1,000	2.1	12	78
ira fund	800	2.17	7	73
how to do backdoor roth ira	1,000	0.99	4	42
how do you get started investing in the stock market	700	1.85	26	79
how to become an investor	800	1.81	73	36
online brokerage accounts	700	7.07	15	81
where can i buy stocks	700	3.29	20	73
roth ira backdoor	900	0.9	3	35
trading systems	600	1.61	>100	39
how do i buy stock	1,400	2.21	11	64
investing for teenagers	600	1.75	>100	21
download thinkorswim	800	7.97	7	58
best etf to invest in	600	1.67	45	48
best stock trading site	700	4.26	68	75

buy apple stocks	500	1.52	54	57
equity reit	600	1.19	9	46
best platform for day trading	600	4.38	>100	43
buying and selling stocks	700	2.13	40	70
stock market sites	700	2.74	69	99
stock accounts	600	5.25	3	92
interactive stock charting	500	3.15	>100	72
otc bulletin board	500	1.44	>100	37
charting software	600	2.96	>100	80
joint brokerage account	500	3.76	1	6
open an ira account online	500	9.38	7	57
roth ira best companies	500	3.33	40	58
stock trading company	500	2.81	16	91
should i rollover my 401k to new employer	600	1.4	3	19
how to invest in an ira	450	2	12	44
can i move my 401k to an ira	450	2.46	1	53
best stock website	600	3.41	96	96
best online brokerage for beginners	450	2.91	>100	47
which ira is best for me	450	1.69	5	57
free stock trades	450	4.78	12	62
company ira	450	3.43	4	59
stock trading programs	600	2.85	22	81

ChatGPT 4 ▾



You



schwab.com-paid-keywords-subdomai...
Spreadsheet

analyze the attached sheet



ChatGPT

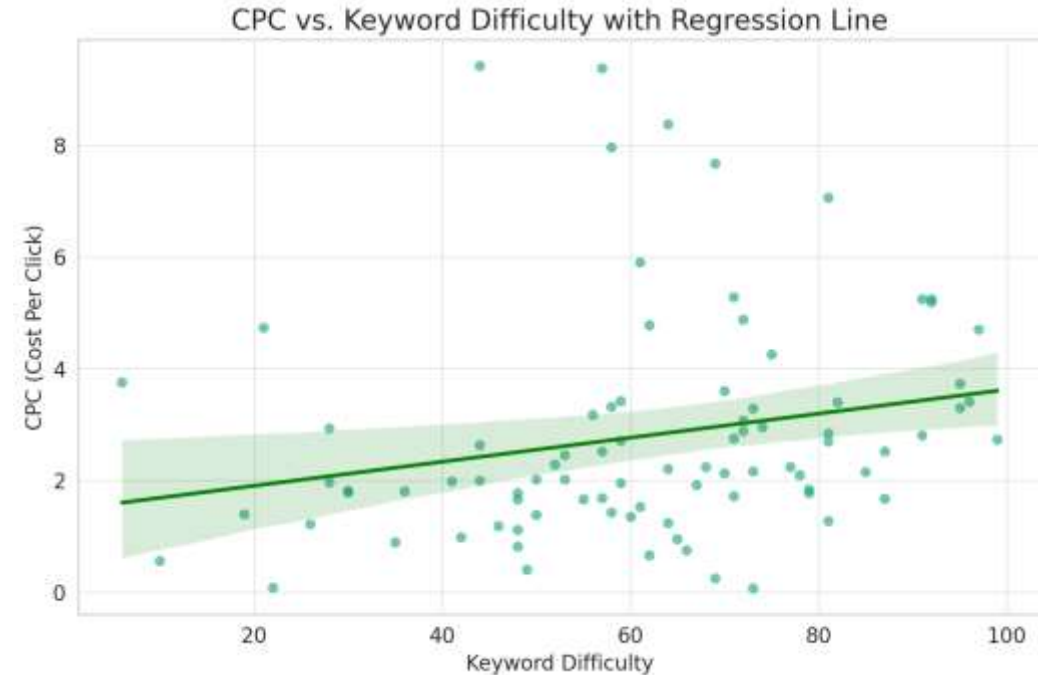
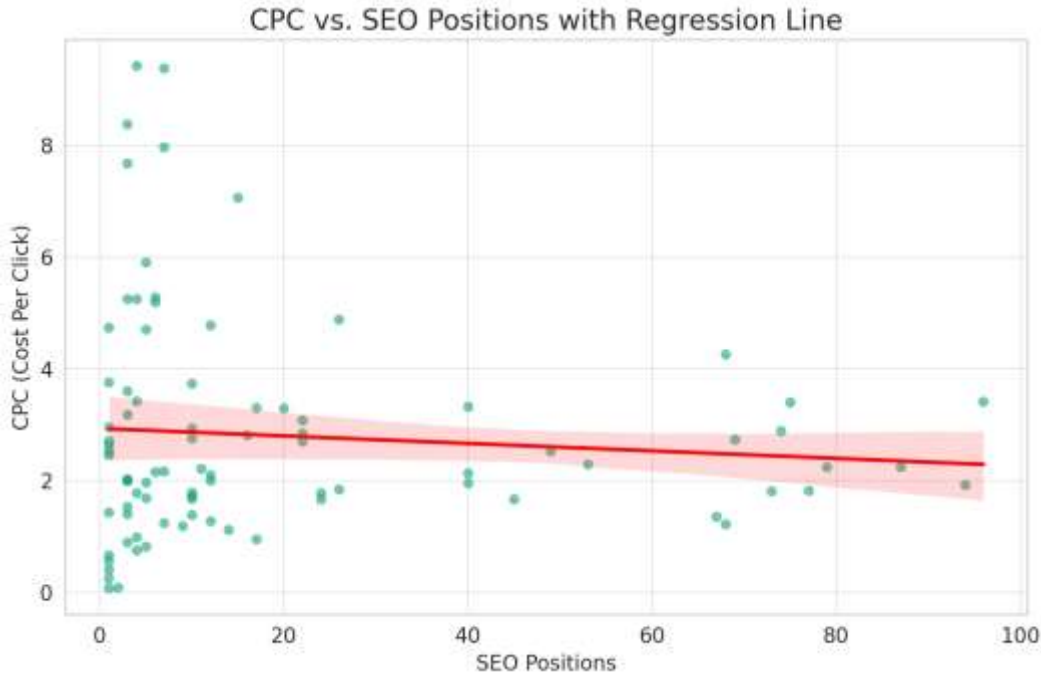


Finished analyzing ▾

The Excel sheet contains data on paid keywords for the domain schwab.com, focusing on the United States and Colombia. Here's a brief overview of the columns in the sheet:

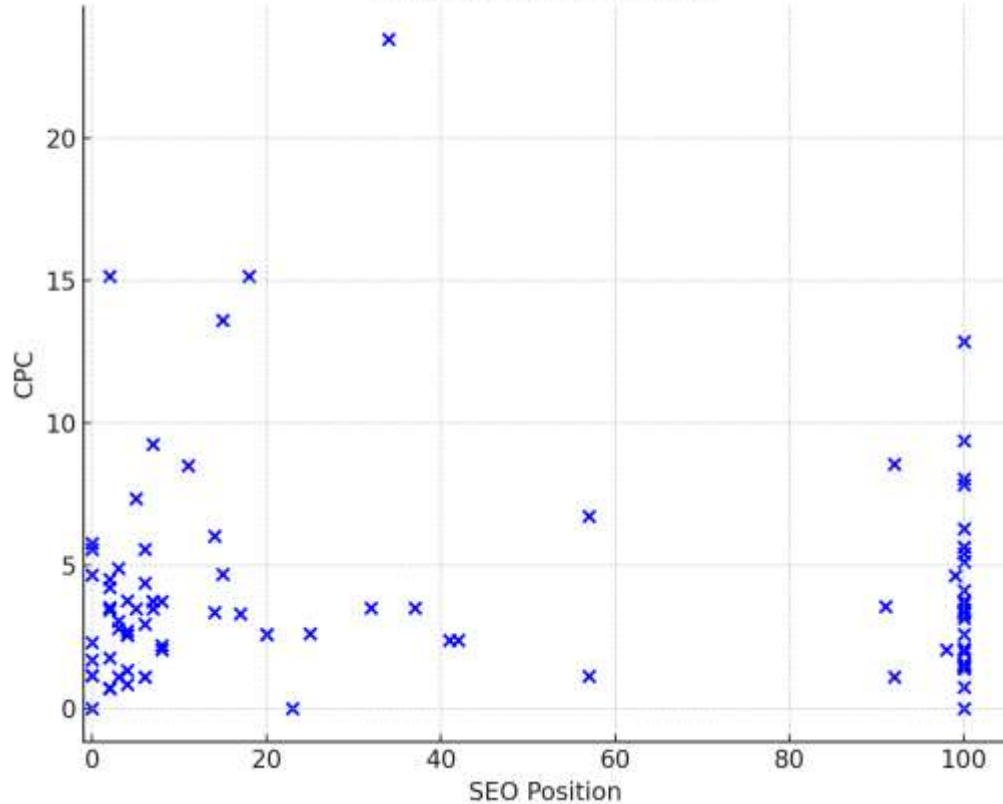
- **Keyword:** This column lists the search keywords for which advertisements are paid.
- **Monthly Search Volume:** Indicates the average monthly search volume for each keyword.
- **CPC (Cost Per Click):** The average cost per click for the keyword in advertising campaigns.
- **SEO Positions:** The search engine optimization (SEO) position or ranking for the keyword.
- **Keyword Difficulty:** A metric that indicates how difficult it would be to rank for the keyword organically (without paid advertisement), with higher numbers indicating greater difficulty.

Are You **Massively** Dependent on Paid?

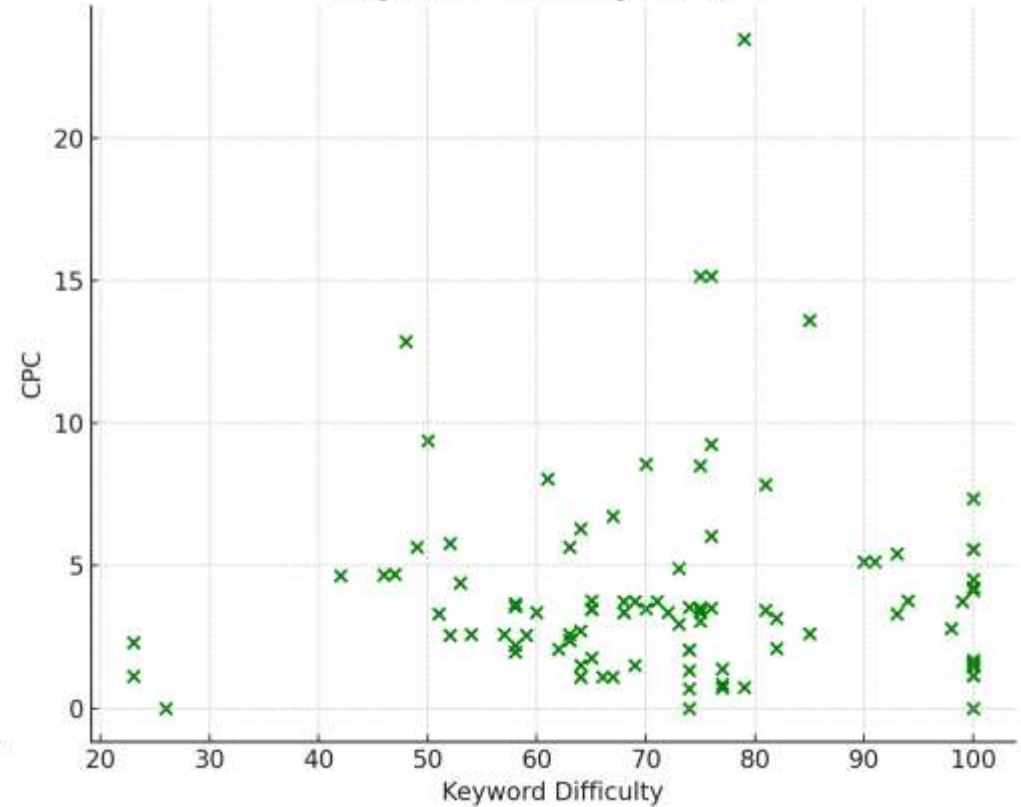


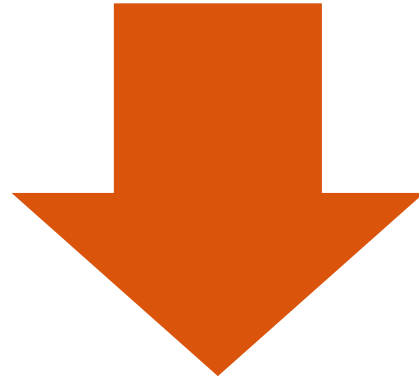
Are You **Massively** Dependent on Paid?

SEO Position vs. CPC



Keyword Difficulty vs. CPC





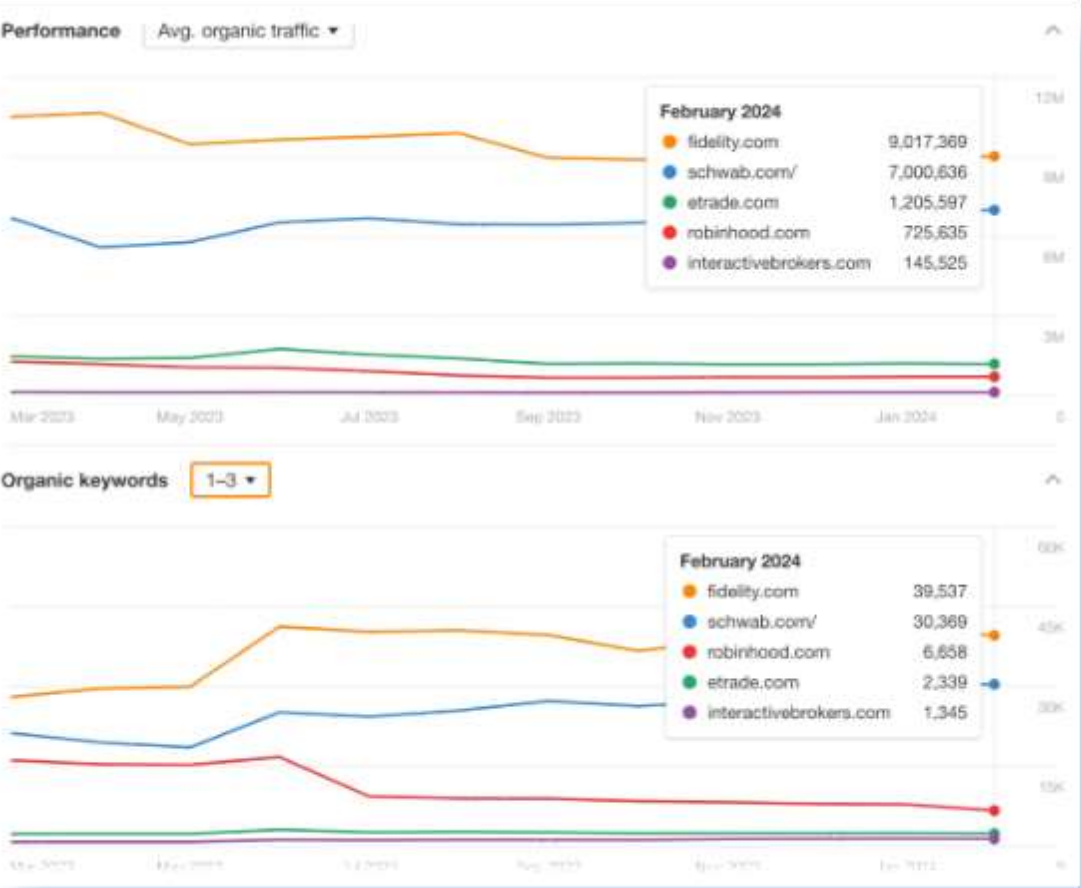
**Decrease in
CAC**



**Increase In
Quality
Content**

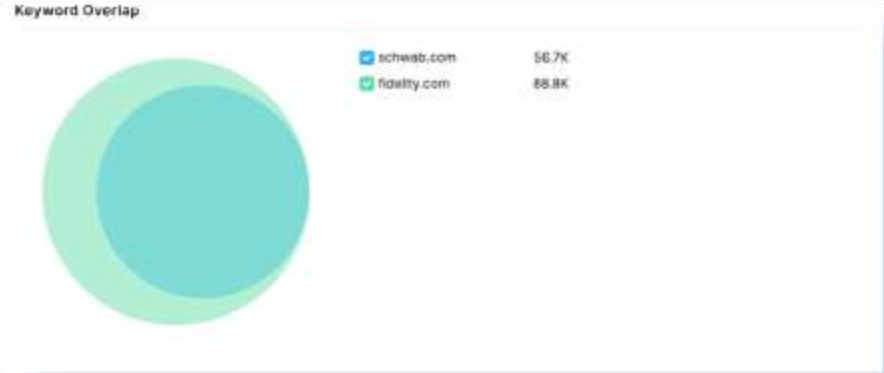


Content Gap Analysis



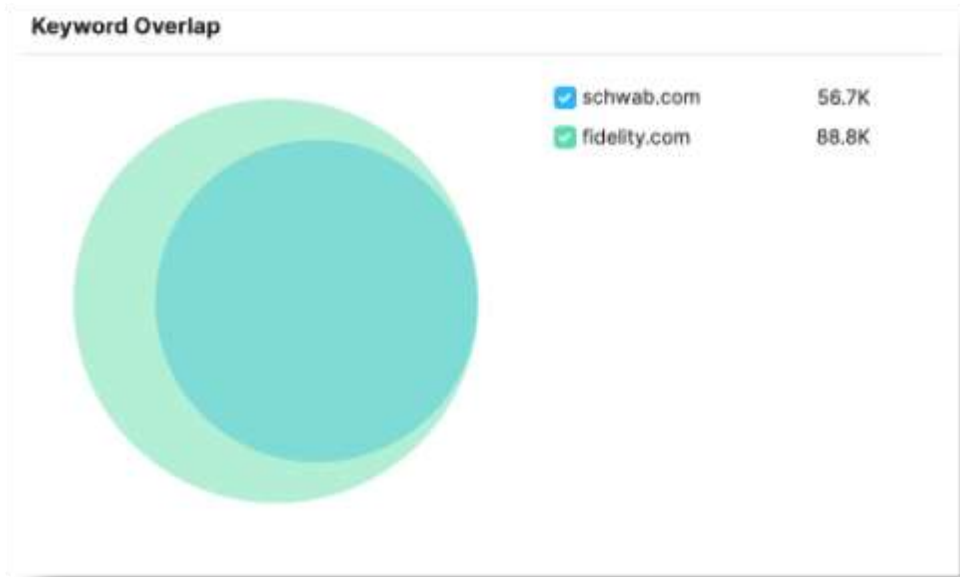
Pos: Competitors in Top 10 X Volume ▾ KD ▾ Intent ▾ Advanced filters 2 X

Keyword Overlap



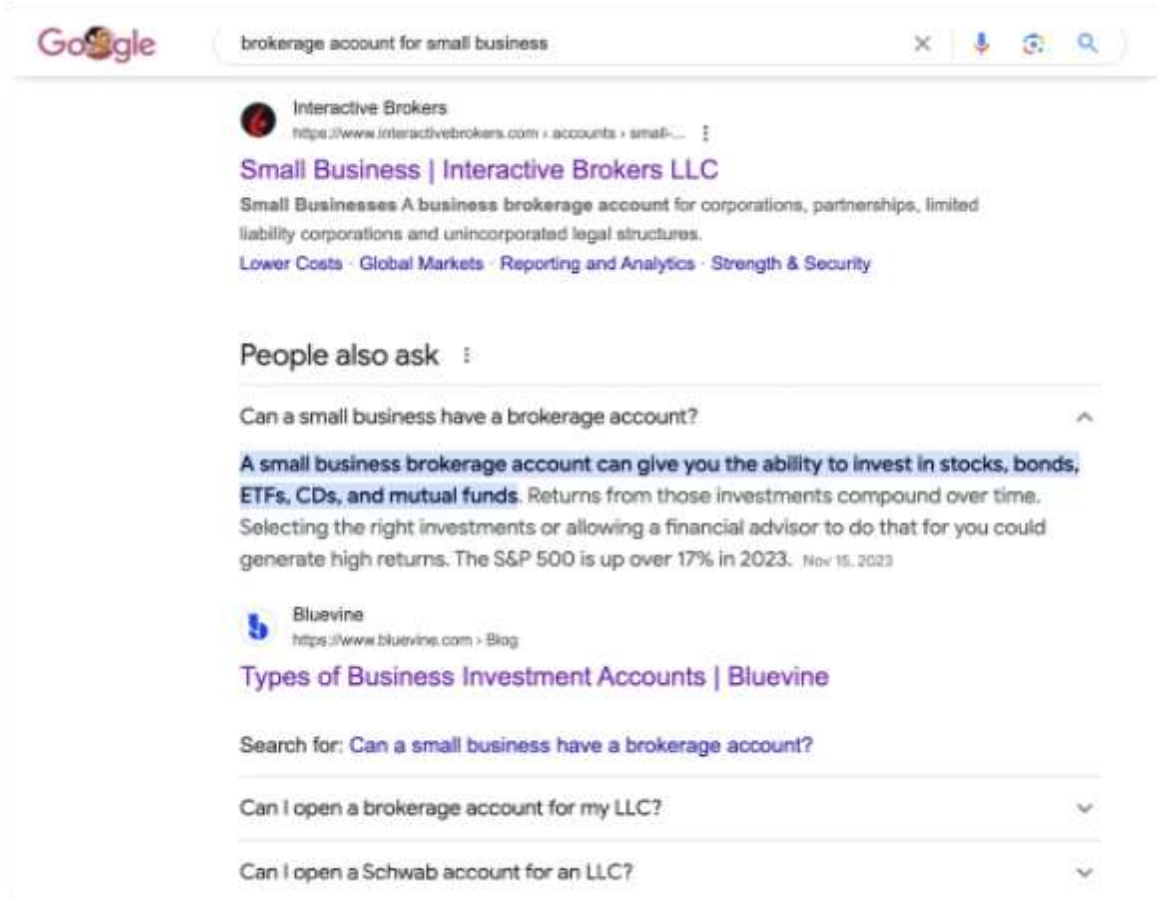
Bridging the Gap

Pos: Competitors in Top 10 X Volume KD Intent Advanced filters X



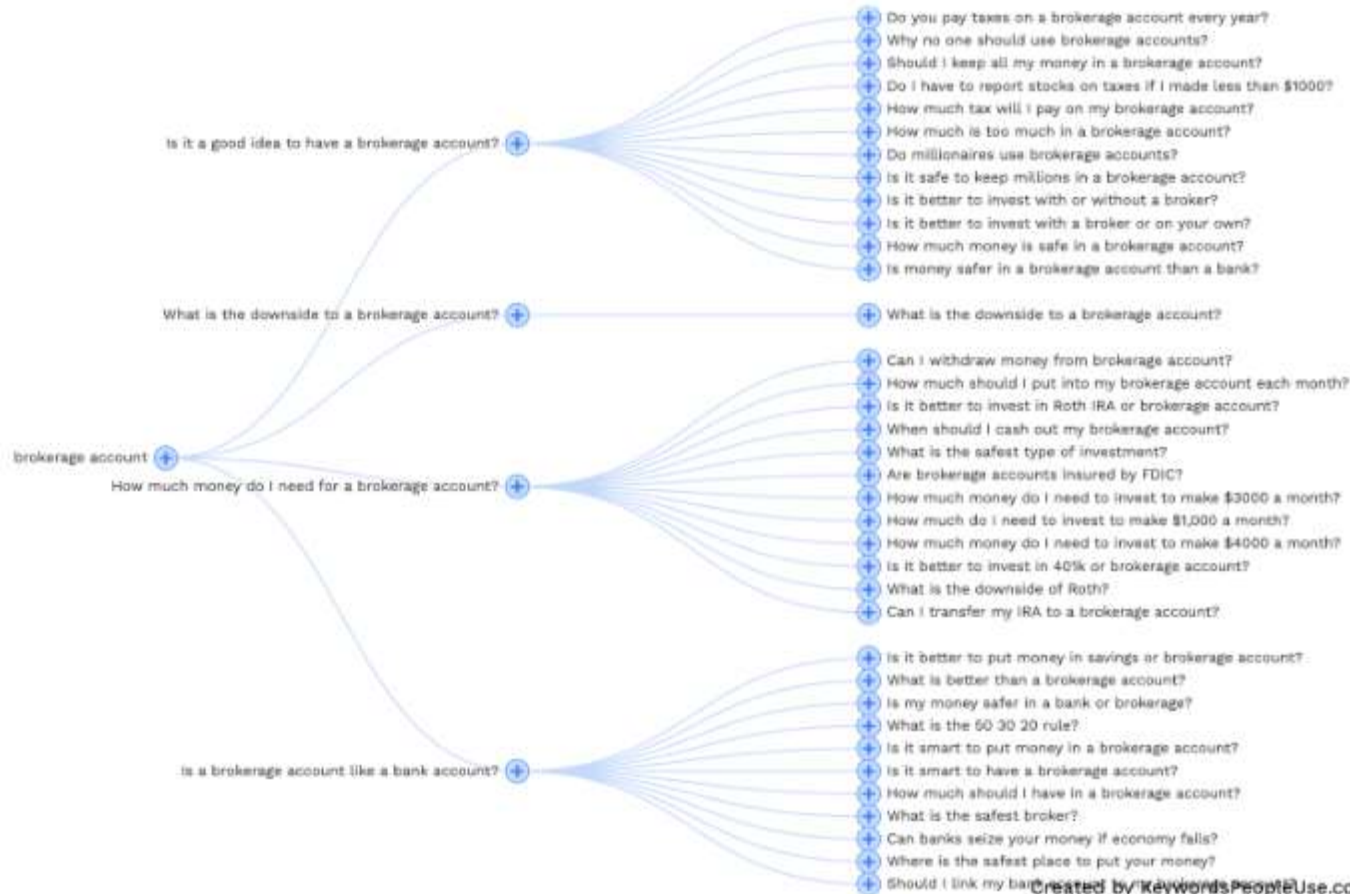
Shared 56.7K					Missing 32.1K	Weak 42.1K	Strong 14.6K	Untapped 32.1K	Unique 0	All 88.8K
Keyword	Intent	schwab.com	fidelity.com	Volume						
how to write a check >>	I	0	3	165K						
netbenefits >>	N	0	1	165K						
401k contribution limits 2023 >>	I	0	2	110K						
when are taxes due >>	I	0	9	110K						
will >>	I	0	4	110K						
how to make money online >>	I	0	5	90.5K						
2024 tax brackets >>	I	0	4	74K						
financial >>	I	0	3	74K						
how to make money >>	I	0	6	74K						
how to make money fast >>	I	0	3	60.5K						
make money online >>	I	0	5	60.5K						
tax brackets 2024 >>	I	0	1	60.5K						

People Also Ask



60% of SERPs have a
People Also Ask
Showing Up

Creating Compelling Content That **Converts**



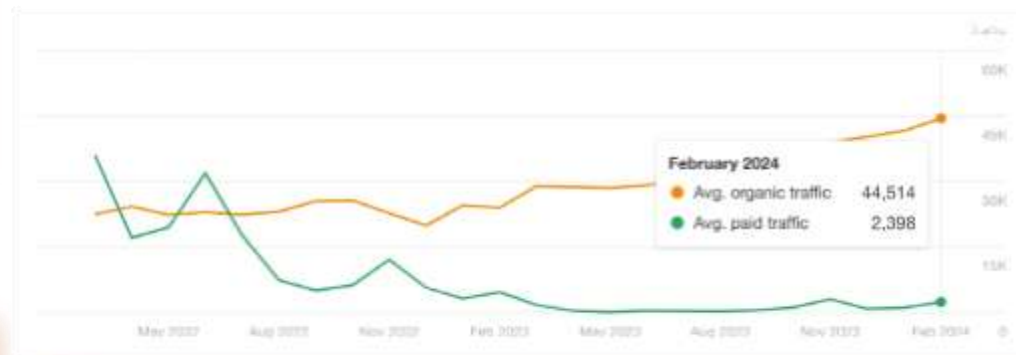
Created by KeywordsPeopleUse.com

Yieldstreet Case Study | INVESTMENTS

Keywords ranking in the top 10 increased by 204%



CAC decreased by -52%

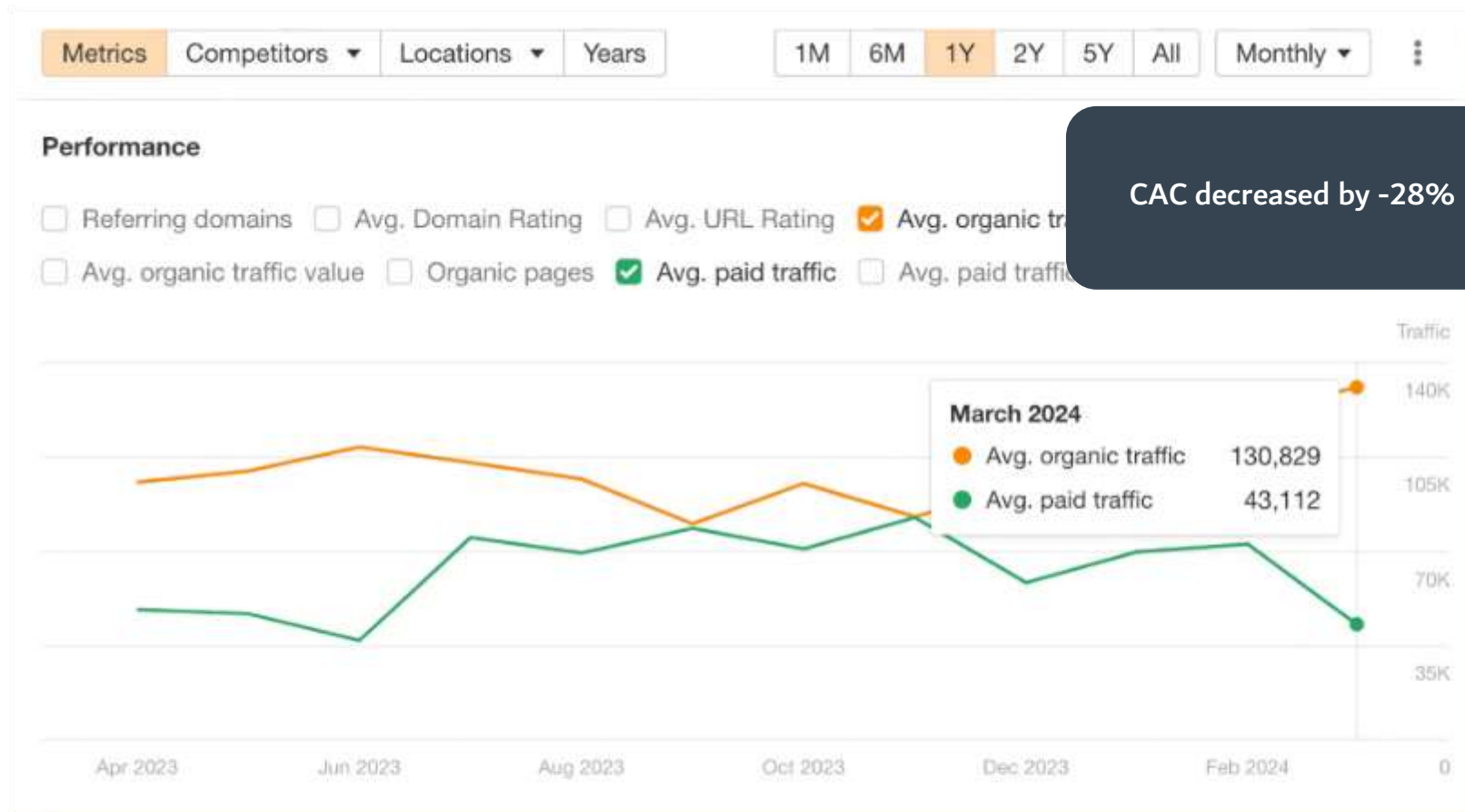


SEO Traffic increased by +108%



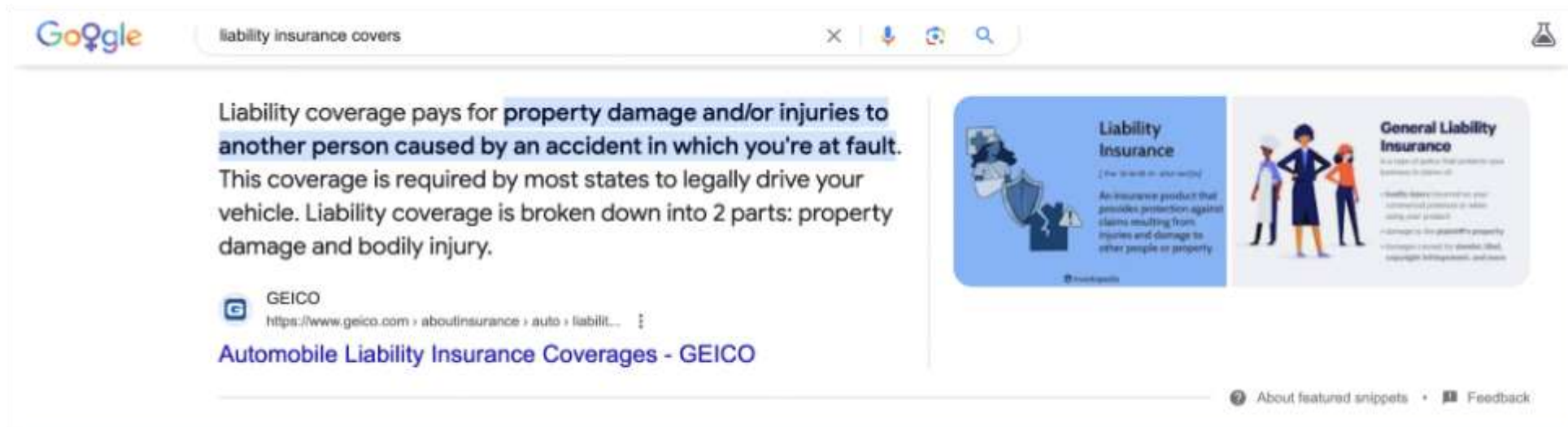
Case Study | **FINANCE**

SEO Traffic increased by +42%



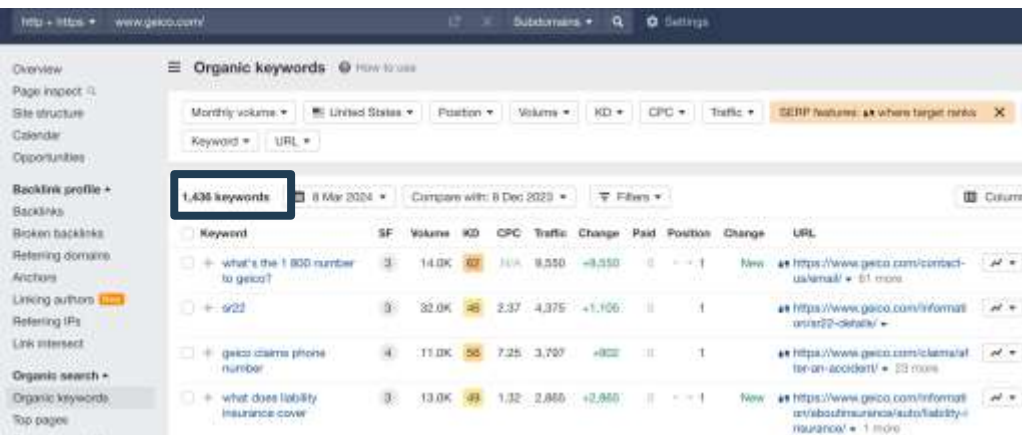
CAC decreased by -28%

Optimizing for Featured Snippet/Zero Box Ranking



CTR 65%

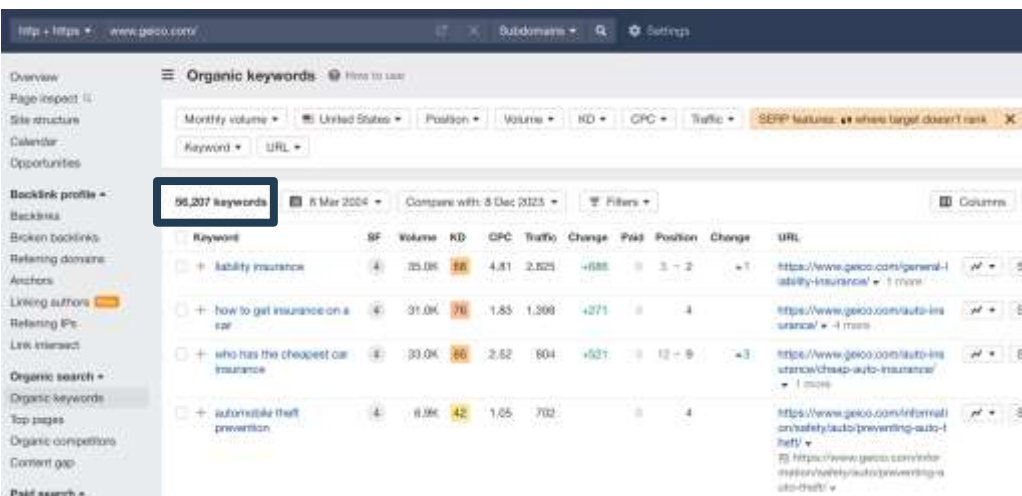
Opportunity



1,436 keywords

Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL
+ what's the 1 800 number to geico?	3	14.0K	57	N/A	9,550	-8,550	0	-	1	New https://www.geico.com/contact-us/email/ • 61 more
+ sr22	5	32.0K	46	2.37	4,375	+1,106	0	-	1	https://www.geico.com/information/sr22-claims/ • 1 more
+ geico claims phone number	4	11.0K	55	7.25	3,757	+822	0	-	1	https://www.geico.com/claims/for-an-accident/ • 23 more
+ what does liability insurance cover	3	13.0K	49	1.32	2,860	+2,860	0	-	1	New https://www.geico.com/information/what-is-liability-insurance/ • 1 more

1.4M

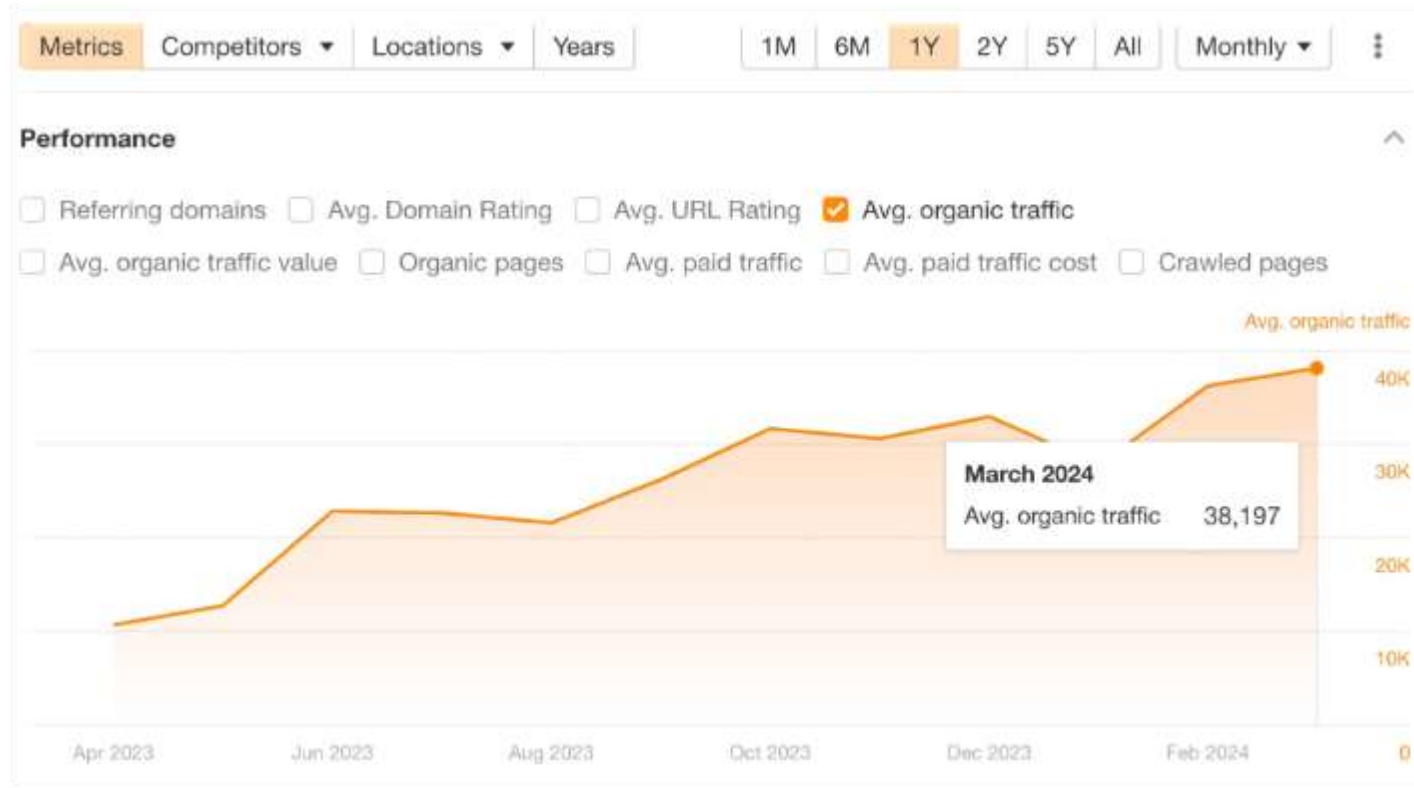


56,207 keywords

Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL
+ liability insurance	4	25.0K	58	4.81	2,525	+688	0	3	-2	+1 https://www.geico.com/general-liability-insurance/ • 1 more
+ how to get insurance on a car	4	31.0K	70	1.85	1,369	+271	0	-	4	https://www.geico.com/auto-insurance/how-to-get-insurance-on-a-car/ • 4 more
+ who has the cheapest car insurance	3	33.0K	56	2.82	804	+521	0	12	-9	+3 https://www.geico.com/auto-insurance/cheap-auto-insurance/ • 1 more
+ automobile theft prevention	4	6.9K	42	1.65	702	0	0	-	4	https://www.geico.com/information/safety/auto/preventing-auto-theft/ • https://www.geico.com/information/safety/auto/preventing-auto-theft/

28M

Case Study | **LOANS**



SEO Traffic increased by
+280%

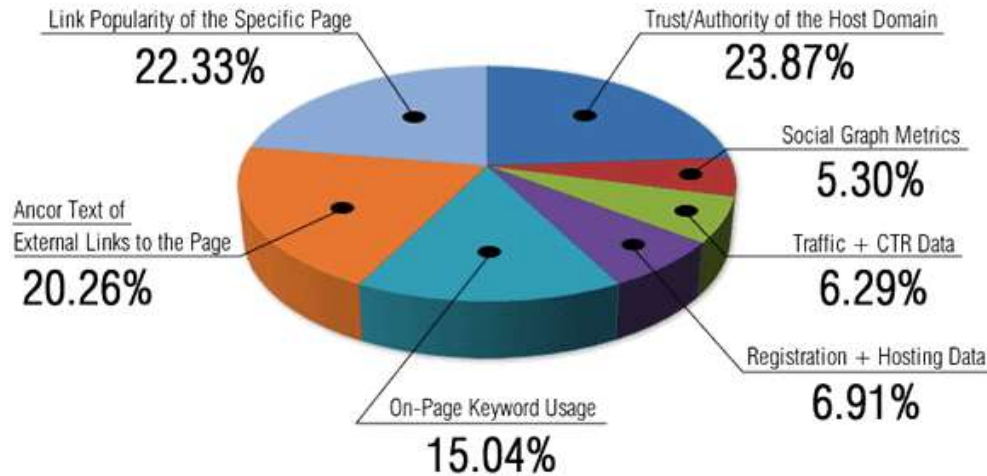
Leads increased by +340%

Google's Ranking Algorithm

~45% of Google's Ranking Algorithm Depends on Content Marketing/Link Backs

Components of Google's Ranking Algorithm

According to 72 SEOs Surveyed for SEOmoz's Biennial Search Ranking Factors



” Quality Matters

“From my point of view, I would tend not to focus on the total number of links to your site, or the total number of domain links to your website, because we look at links in a very different way.”

“We try to understand what is relevant for a website, how much should we weigh these individual links, and the total number of links doesn't matter at all. Because you could go off and create millions of links across millions of websites if you wanted to, and we could just ignore them all.”

John Mueller
Google Search
Advocate



OLIFT
Core, Amplify, Adv2ce.



YOUR WEBSITE



SEO Rankings



Turnkey Publishing Process



Leveraging Digital Marketing Tools To Drive Insights

Keyword Analysis



Technical SEO



Link Analysis



Competitive Analysis



Webmaster Tools



App Optimization



To Sum it Up!

- **Increasing** SEO traffic to >100% of Paid Search **Reduces** CAC by ~60%
- **Synergize** efforts between SEO & Paid Search
- Leverage **Competitor** Analysis to Derive Meaningful Insights
- Create content that **converts** via
 - People also ask
 - Featured snippets
- **Invest** in Content Marketing/**Link Back** to Increase Authority

Questions? Please Reach Out!

Download a Copy of the Deck



PRASHANT PURI

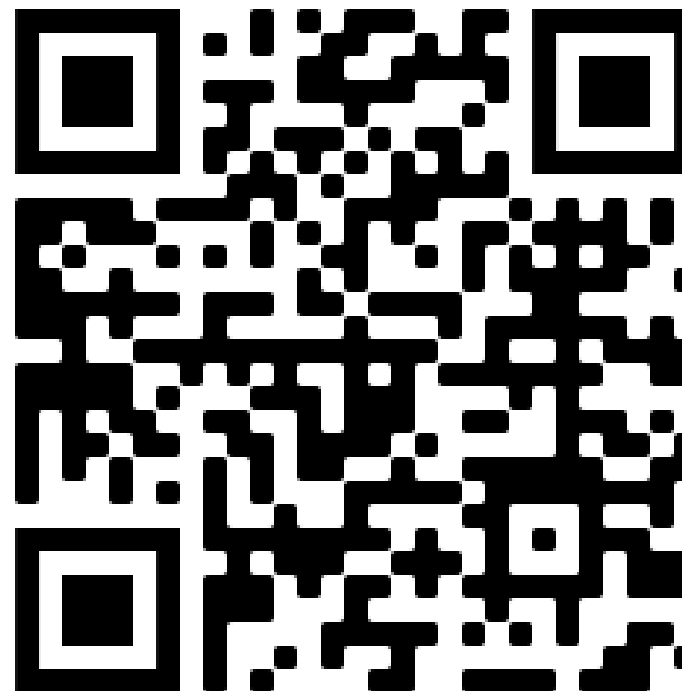
CEO & Co-Founder, AdLift
Inc.



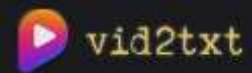
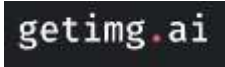
in/prashantpuri



prashant@adlift.com



The AI Toolbox To Drive SEO Traffic

Keyword Research					
Article/Blog Ideas					
Text to Video					
Video to Text					
Image					
Video Creator	