

Open Systems Reduced CPA by +53%

Challenge & Objective

To improve Organic Visibility on Google and Increase the market share thereby acquiring more new prospects.

Approach

- Technical SEO to consolidate multiple domains competing for the same keywords
- Leverage enterprise content marketing to drive SEO rankings
- On-Page content creation including product and FAQs

Tools Used



53%

Decrease in CPA

23%

YOY Increase in Organic Sessions

216%

YOY Increase in Non-Brand Impressions

209%

YOY Increase in Total Impressions

150%

YOY Increase in Branded Impressions

86%

Non-Branded keywords rank in Top 10

