

## 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

