## Case Study: Open Systems

## 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





Decrease in CPA

**23%** FOY Increase in Organic

Sessions



YOY Increase in Non-Brand Impressions

VIEV

209%

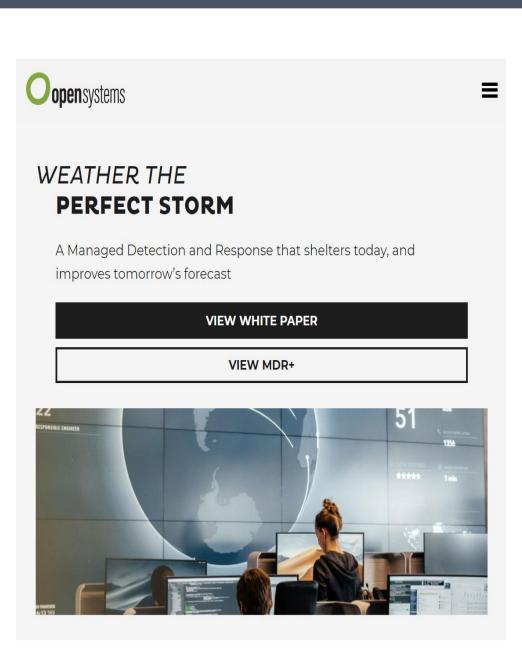
YOY Increase in Total Impressions

# 150%

YOY Increase in Branded Impressions

86%

Non-Branded keywords rank in Top 10



#### OUTCOMES, NOT ALERTS

Separate MDR contenders from pretenders. Learn how to pick the right partner.



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