



## A leading provider of web-based project planning, management, & collaboration software seeks growth

**Problem:** A ground-breaking product had lost steam since introduction. Existing lead generation programs weren't performing. Lack of internal resources and expertise had hampered growth of the digital marketing program to the point it was turned off.

**Challenge:** Improve organic positions, increase number & quality of pay per click leads, reduce the cost of lead acquisition and grow paying customers by 25% in 6 months from start.

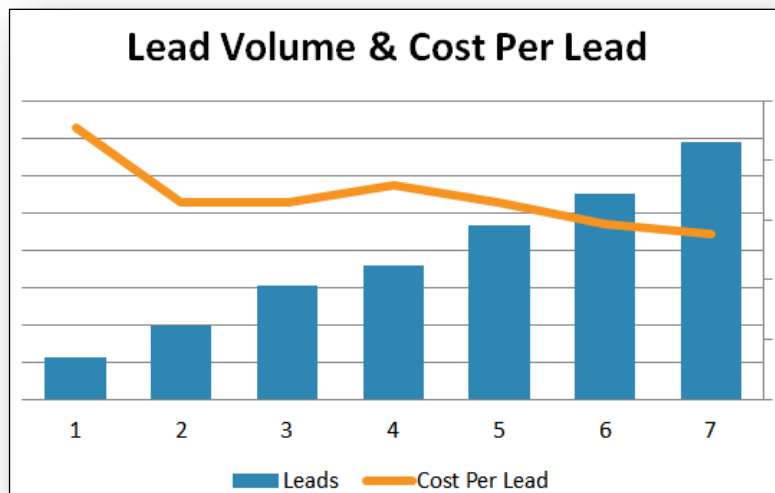
**Actions:** An in-depth audit was executed to assess current program status, weaknesses and opportunities. To deliver an immediate boost to visibility and lead generation, the pay per click program was completely overhauled. Key activities included campaign reorganization, extensive keyword expansion, landing page optimization and keyword level bid optimization.

Attention was then shifted to search engine optimization. Activities included: a detailed audit & competitive analysis. Data was utilized to drive target keywords, content strategy, link building & site usability improvements.

**Results:** In 2 months the paid search lead acquisition cost was cut by 32%. In 6 months lead volume increased 90%, by 12 months it was up 142% and is currently up 418%.

SEO positions for highly competitive terms is now first page. More important, visits are of higher quality: pages/visit +35%, avg time on site +49%, bounce rate -25%.

Since Confluence Digital's involvement, LiquidPlanner has three times had all-time record months.



### About Confluence Digital

Confluence Digital, LLC is a Seattle-based digital marketing consultancy providing search engine optimization (SEO), paid search (PPC), web analytics, conversion funnel optimization and other search engine marketing, online advertising and strategy solutions to B2B and B2C clients.

Visit our page at [www.ConfluenceDigital.com](http://www.ConfluenceDigital.com) and follow us on Twitter [@ConfluenceDigitl](https://twitter.com/ConfluenceDigitl).