

CASE STUDY

SEO + PPC Working Together to Maximize Returns

RETAIL POS SYSTEMS, RETAIL SOFTWARE



When Celerant, a leading provider of innovative end-to-end retail commerce software, wanted to increase the volume and quality of their sales leads and improve the overall ROI of their retail POS systems, retail software, and e-commerce, they turned to Straight North, a results-driven digital marketing company.

WORKING TOGETHER to form a unified, cross-company marketing team, Straight North and Celerant implemented a strategic marketing plan that included both search engine optimization (SEO) and pay-per-click (PPC) campaigns. The companies effectively used data from PPC to inform their SEO strategy and vice versa, resulting in both campaigns performing better together than if they ran solo.

THE BENEFITS of this collaboration included aligning marketing and company goals, sharing keyword performance, collaborating on landing page performance, easily sharing data and ideas, and achieving a greater ROI. The teams focused on specific industries to generate quality leads and optimized the marketing budget for maximum efficiency.

AS A RESULT of this strategic partnership, Celerant achieved:

- ▶ **21% increase** in organic leads
- ▶ **170% increase** in paid leads
- ▶ Paid conversion rate increased from **1.95%** to **6.16%**
- ▶ **30% reduction** in the cost per acquisition of paid leads



STRAIGHTNORTH
Make every click count.®