

**Company:****Industry:**

B2B Software

**Headquarters:**

Boston, MA

**Testimonial:**

*Synapse's specialization in B2B search marketing allows them to seamlessly integrate as a virtual member of our marketing team. They understand our business, customer, and the nuances of our demand generation strategies. Synapse is far more consultative than the traditional agency, and they've helped us to identify strategic opportunities relating to landing page optimization, paid social targeting methodologies and attribution modeling that go well beyond their contracted scope. They do all of this with strong responsiveness, proactiveness, and turn-around times. We look forward to our continued partnership with Mark and the rest of the Synapse team.*

Megan Donnelly  
Director of Demand  
Generation, Salsify

## Salsify Drives Over 85% Increase in SEO Leads and Experiences Continued Success with SEM Program

**Overview:**

Salsify offers the world's premier produce experience management (PXM) platform by combining the power of product content management, a broad commerce ecosystem, and actionable insights in a solution that empowers brands to deliver compelling shopping experiences for consumers across every digital touchpoint. Following explosive growth and several rounds of successful funding, Salsify recruited Synapse SEM to build, launch and manage their paid search campaigns in Q2 2015. After seeing strong improvements in the SEM channel, Salsify also contracted Synapse to develop an SEO strategy for their website in the first quarter of 2017. Synapse continues to manage both channels for Salsify into 2019.

**Strategy, Scope & Solutions:**

- **Google and Bing Paid Search Account Restructure:** Upon taking over management of Salsify's paid search accounts, a full overhaul of Salsify's keyword sets, ad copy, ad extensions and targeting settings was performed. Because the program was historically capped on budget and achieving a higher-than-desired cost-per-lead, the keyword set was stripped of broad match terms and refined to only the highest relevance keywords. Over 1,500 new text ads were written for the account, and ad scheduling, geography, network and device targeting was adjusted to maximum lead volume and minimize cost-per-lead.
- **Buy-Cycle Account Segmentation:** As part of our restructure, every keyword in the account was broken into three stages of "buy-cycle" at the ad group level. Keywords were marked as "Learn" (top-funnel), Topical" (mid-funnel) or "Act" (bottom-funnel) so that offers could be appropriately aligned to the intent expressed in each search.
- **Paid Search Landing Page Optimization:** In addition to the account restructure, strategic recommendations were provided to Salsify detailing designs for an updated SEM landing page experience. The recommendations were based on agency experience, industry best practices, and competitive insights. Landing pages for "Act Cycle" keywords were developed in both demo-centric and free trial-centric templates and A/B tested upon launch.
- **On-Page SEO Optimization:** Based on previous years' SEM data, Synapse SEM identified an initial SEO keyword set aimed at driving traffic and leads.

**Synapse SEM:**

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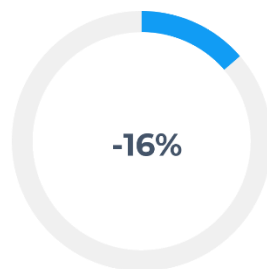
Our initial SEO keyword set included just 15 terms, but based on SEM data, represented close to 80% of our paid search lead volume. Each term was mapped to an existing or new website page, and content, meta tags, and URLs were optimized. In two years, our SEO keyword set has grown to over 50 keywords.

- Technical SEO Optimization:** Prior to launching our SEO keyword set, Synapse conducted a thorough technical SEO audit of the Salsify website. Numerous issues including duplicate content, multiple resolving domains, and site load time issues were identified and resolved. Domain Authority has since grown by over 25% in two years.

**Paid Search Results:**

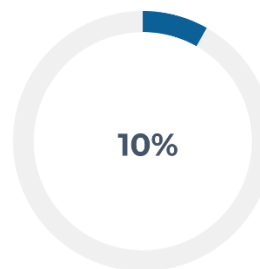
While Salsify has achieved consistent growth in SEM lead volume and improvements in cost-per-lead since 2015, the most pronounced wins for the program occurred in 2018:

- Lead Volume & Cost-Per-Lead:** During 2018, Synapse SEM helped Salsify to **increase SEM lead volume by 35% and reduce SEM CPL by 16% with flat budgets.**



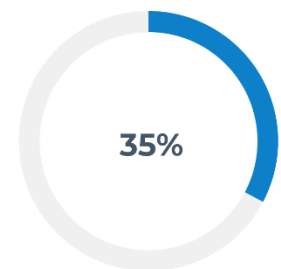
**Cost Per Lead**

SEM cost per lead  
decrease year over year



**Conversion Rate**

SEM conversion rate  
increase year over year



**Lead Volume**

SEM lead volume  
increase year over year

- Landing Pages Improvements:** Part of the 2018 performance improvements were achieved through a major landing page overhaul that was implemented in Q4 2017. Synapse SEM developed the designs for these pages and helped to refine the call-to-action strategy for the client in the following months. Year over year, SEM conversion rate **increased close to 10%**, effectively lowering cost-per-lead and growing lead volume.
- Lead Quality Improvements:** Synapse worked with the client to integrate back-end lead data into our reporting so that we could examine the cost-per-qualified-lead and cost-per-opportunity associated with our SEM

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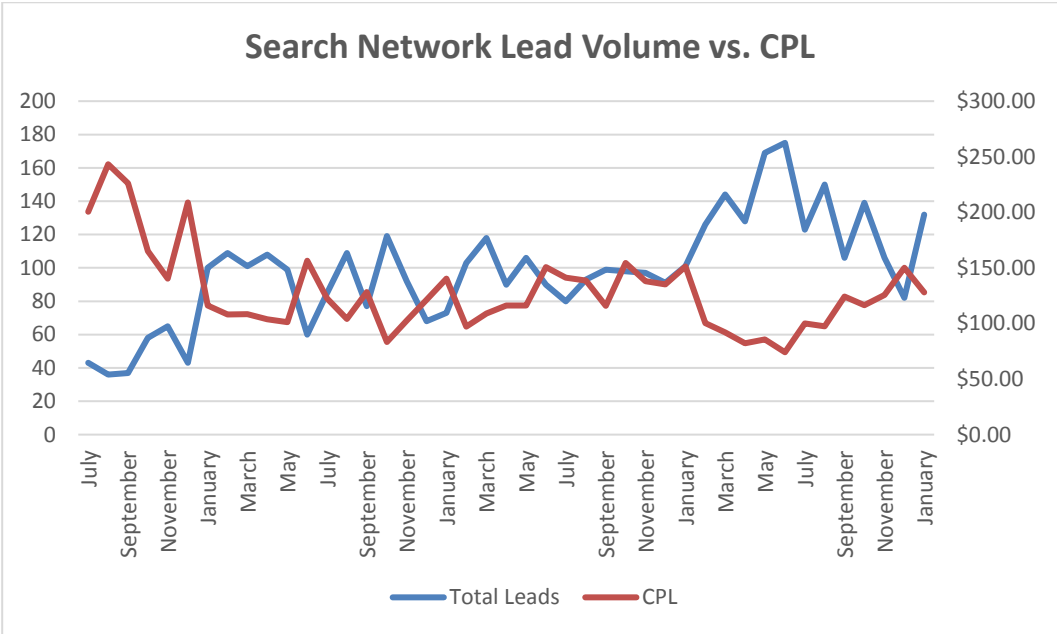
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program. This analysis was conducted at the offer level, and it revealed significantly better close rates on demo conversions. Based on this data, an account-wide A/B test was launched between Demo vs. Trial landing pages. Not only did the demo prove more effective on the back-end, but it also ended up achieving a better click-through-rate when cited in our ad copy, and a better front-end conversion rate. By year end, all traffic was migrated to demo-centric ads and landing pages.



**SEO Results:**

In partnership with Synapse SEM, Salsify has achieved significant SEO success since implementing its SEO strategy at the beginning of 2017:



**SEO Leads**  
+88% SEO lead volume since program launch



**SEO Rankings**  
32 new first-page Google rankings



**SEO Traffic**  
+30% per year since program launch

- **Rankings:** Non-branded first page Google rankings have increased **from 1 keyword in January 2017 to 33 keywords** as of December 2018. Even

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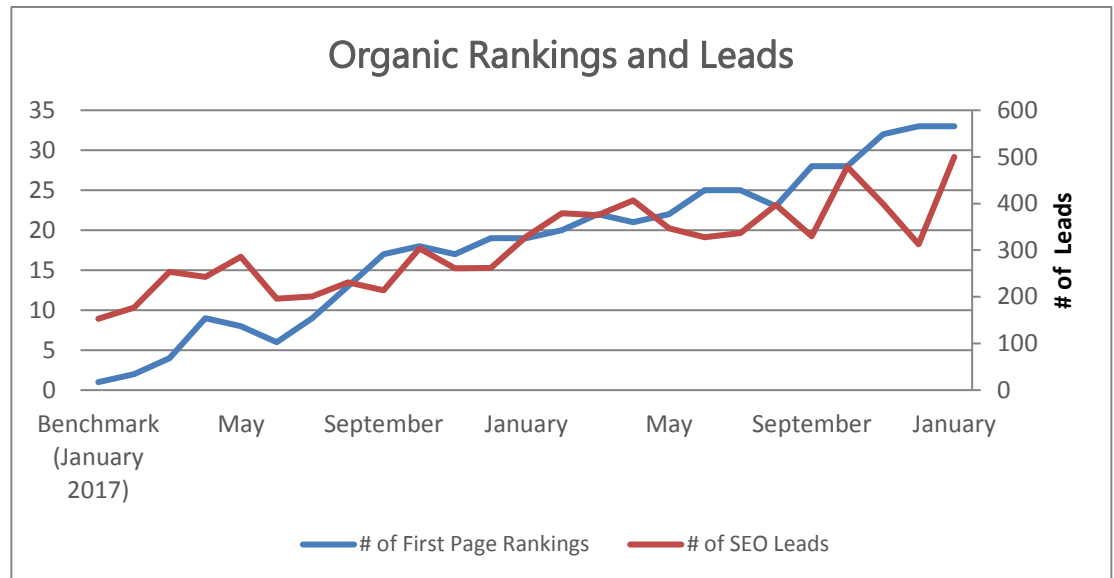
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after realizing the low-hanging rankings wins early in the program, we achieved 14 new first-page rankings in 2018.

- **Traffic:** With pronounced ranking and visibility improvements, **SEO traffic increased 35% year over year in 2017, and 23% year over year in 2018.**
- **Leads:** **Organic lead volume has increased 88%** from an average of 195 website leads per month in Q1 2017, to an average of over 365 in 2018. Synapse SEM has continued to grow SEO lead volume by double digits in each year of our SEO program.



**About Synapse SEM, LLC**

Synapse SEM is a full-service online marketing firm that leverages robust data analysis and statistics to provide its clients with deeper insights and uncover otherwise overlooked opportunities. With core competencies in paid search advertising, search engine optimization, paid social marketing and conversion optimization, the company develops, implements, and executes online marketing strategies focused on maximizing its clients’ ROI. Leveraging proprietary data analysis techniques and experienced subject matter experts, the agency is committed to achieving unparalleled results and providing the highest quality of service to its clients.

For more information on Synapse SEM, LLC, visit [www.synapsesem.com](http://www.synapsesem.com).