



Customer Case Study

How we added \$140MM of pipeline value within 12-months.

See how we rapidly unlocked and accelerated strategic growth opportunities for one of our clients.

[Read now](#)

CASE STUDY

A B2B company that specializes in direct-to-consumer deliver for high-volume beauty and wellness brands.

OBJECTIVE

Demand Machine was engaged by this current client to increase total pipeline deal value of their qualified inbound leads.

SOLUTIONS

By leveraging our proprietary [High-Velocity Content Fuel™](#) platform we crafted inspiring SEO-optimized written content and high-impact video creative that educated and inspired (did not 'sell' to) this client's target customer.

Utilizing our [Acceleration and Demand Capture™](#) product, our demand generation specialists then amplified that content to a highly-targeted custom audience across organic and paid channels with personalized messaging.

Understanding campaign performance does not end after lead submission or conversion, our team optimized this client's platform (HubSpot), set up specialized workflows, custom landing pages and nurturing campaigns... all while maintaining clean data.

RESULTS

Increased pipeline value of all qualified leads (or better) by \$140MM+ within 12-months.

\$140MM

ADDED QUALIFIED PIPELINE VALUE

294% ↑

% INCREASE IN PIPELINE VALUE

AT A GLANCE

Challenges

- Stagnant pipeline
- Low quality inbound leads
- Stretched marketing team
- Ineffective workflows
- Lack of SEO optimized assets

Benefits

- \$140MM+ in pipeline value
- Higher quality inbound leads
- Long-term strategic playbook
- Innovative SEO content plan and assets to support continued growth





Customer Case Study

How we increased unique website visitors by over 111% within 12-months.

See how we rapidly delivered a measurable uptick in high-intent website visits to one of our clients.

[Read now](#)

CASE STUDY

A technology company that specializes in recurring revenue and direct-to-consumer sales.

OBJECTIVE

Demand Machine was challenged by one of our current customers to increase the number of high-quality organic search visitors to their website.

SOLUTIONS

Using a unique hybrid approach to optimization that combines art and science, we optimized this client's site architecture to improve on-page SEO for search engine crawlers, secured authoritative backlinks to high-priority content assets, and created new (+ optimized old) content to align with search intent + boost ranking signals.

Our team also targeted relevant keywords, analyzed competing content that ranked highly, and created high-CTR meta titles and descriptions.

RESULTS

Increased website ranking in search engines for queries by over 141% and unique visitors to website by 111% within 12-months.

141% ↑

Organic Search Impressions

111% ↑

UNIQUE VISITOR TO WEBSITE

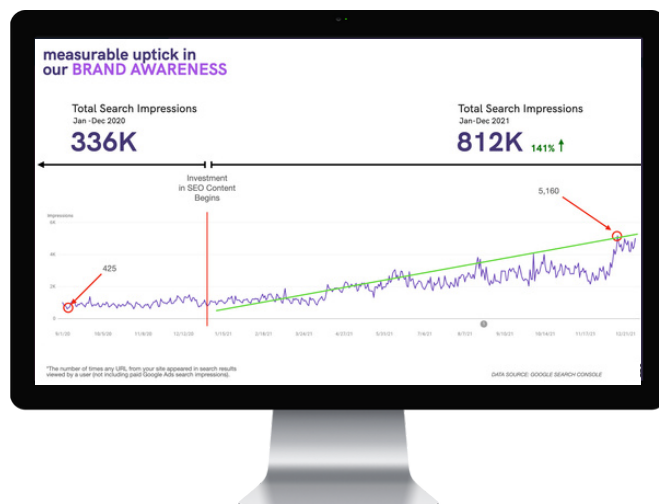
AT A GLANCE

Challenges

- Low website traffic
- Broken backlinks
- Lack of effective SEO strategy
- Small marketing team
- Lack of SEO optimized assets

Benefits

- Search impressions: Up 141%
- Unique visitors: Up 111%
- Solid SEO foundation
- Effective backlink strategy
- Significant increase in total pipeline value





Customer Case Study

How we increased sales, ROAS and conversion rate in first 30-days.

See how we took this new client in the first 30-days of our engagement and reshaped their expectations.

[Read now](#)

CASE STUDY

Direct-to-consumer company delivering a best-in-class sustainable tech product that transforms the bathroom.



OBJECTIVE

This client was looking for a true partner that could move fast. Demand Machine was challenged to dive-in and quickly increase sales, ROAS and conversion rate.

SOLUTIONS

Using **LaunchPad Growth Blueprint™** our team executed a demand generation strategy across content, creative, paid media and MarTech optimization.

We leveraged both static ads and motion design creative to educate and inspire this client's target audience. We tested quickly and adjusted often. Energy was spent revising campaign structure and eliminating wasted ad spend.

Utilizing our deep specialization in custom audience targeting, SEM, paid social, list segmentation and tagging allowed us to dive in fast and effectively.

RESULTS

With no addition increase in ad spend from the previous month, we were able to increase online orders by 90%, revenue by 110%, ROAS by 70%, and conversion rate by 52% within the first 30-days of our engagement.

90% ↑

Total Online Orders

70% ↑

Return on Ad Spend

110% ↑

Total Online Revenue

52% ↑

Conversion Rate

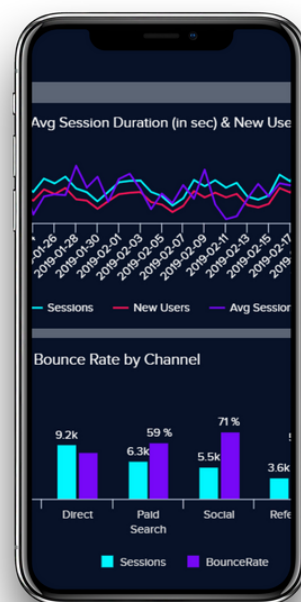
AT A GLANCE

Challenges

- Sales had become stagnant
- Creative was tired
- Ad Spend was ineffective
- Low ROAS
- Agency distrust

Benefits

- Increased sales by 90%
- Increased revenue by 110%
- Increased ROAS by 70%
- Increased conversion by 52%





Customer Case Study

How we increased organic traffic by over 107% within 7-months.

Discover how an effective technical SEO audit and on-page optimization transforms site rankings and traffic.

[Read now](#)

CASE STUDY

A physician led platform that revolutionizes value-based kidney care by providing exceptional outcomes at reduced costs.

OBJECTIVE

Demand Machine was challenged to secure top rankings for value-based kidney care keywords in search engines. In addition, we sought to create unique and inspiring content that would engage and educate both new and returning website users.

SOLUTIONS

Demand Machine, recognized that our clients website required a thorough audit to identify and resolve any technical SEO issues. Existing web pages were then optimized for relevant keywords through metadata editing (i.e., title tag, meta description, headings, alt text), content revision, and overall search engine optimization.

Once these initial steps were completed, we shifted our focus to implementing an ongoing content strategy. This involved identifying topics that were attainable to rank for, relevant to the business, and capable of driving conversions while providing value. For our client, we produced roughly four new topics per month.

RESULTS

Following the technical SEO audit and on-page optimization, our clients website analytics displayed significant improvements. In the subsequent months, organic traffic continued to increase, particularly after the first blog posts were published. Organic search engine visitors for our client then grew by 107% between August 2022 and March 2023.

Equally impressive, the companies rankings for top keywords significantly improved during this time. This client now ranks in the no.1 position for keywords such as "value-based kidney care," "data-driven kidney care," "kidney care coordination," and more.

AT A GLANCE

Challenges

- Low organic traffic
- Poor technical SEO
- Poor keyword ranking
- Lack of optimized content
- No strategy for ongoing SEO support and authority ranking

Benefits

- Google position ranks in #1 position for prime keywords
- Organic visitors: Up 107%
- Solid technical SEO foundation
- Well-crafted and unique content that drives traffic
- Recognizes domain authority in kidney care space

#1 ↑

Google Ranking

Achieved Top Google
Search Position for
Prime Keywords

141% ↑

Organic Search Impressions