



INDUSTRY

HR Management Software

SERVICES PROVIDED

Content, PPC, SEO

**Our cost per click has gone down, our cost per acquisition has gone down, and the number of prospective customers that we're able to get in front of has increased – so across the board we're really happy.**

**Sara Pollock**  
VP OF MARKETING

## CLIENT

ClearCompany is an HR management software that unifies recruiting, onboarding, performance management, and goal tracking. They help HR departments of all sizes seek out and hire employees that share a similar mission, vision, and goal.

# 01

## Marketing Goals

ClearCompany was looking to improve the conversion rates of their paid campaigns as well as the conversion rates of their on-site landing pages. With this increased conversion rates they were looking for a decrease in CPA as well.



# 02

## Directive Approach

We used dedicated landing pages and single keyword ad groups for all of their products. Increasing their conversion rates across the board. We optimized their Capterra bid strategy and built dedicated landing pages for Capterra as well. Using

the same theories that improved performance in their paid campaigns, we then began converting organic traffic at a much higher rate.

03  
Results

157%

INCREASE IN  
ORGANIC MQLS

20%

INCREASE IN PAID  
MQLS

12%

DECREASE IN PAID  
COST PER  
ACQUISITION