

CASE STUDY



How UpBuild helped
Zoomdata increase inbound
leads by 67 percent





The Company

ZOOMDATA

Zoomdata is the fastest visual analytics tool for big and streaming data. Zoomdata empowers business users to visually consume data in seconds, even across tens of billions of rows of data.

INDUSTRY

**Big Data
Analytics**

**Business
Intelligence**

LOCATION

USA

SERVICES PROVIDED

- Technical SEO
- CRO testing
- Advanced analytics
- Content planning

The Challenge

BUILDING A LEAD-GENERATING WEBSITE

When Robyn Forman joined Zoomdata in 2015 as its VP of Marketing, she had a tough challenge ahead: Zoomdata needed an entirely new website, built from the ground up with the end-to-end SEO optimization that would help establish Zoomdata as a thought leader in the big data space.

To stand out in a highly competitive industry, Robyn knew that Zoomdata needed to assert its authority on the subject through robust and informative content.

With a background in SEO, Robyn was keenly aware of the hassle and frustrations that can come with hiring a big agency. To transform Zoomdata's web presence, she didn't want a faceless agency that would give her the runaround while only offering cookie-cutter strategies.

She needed a team of SEO experts who could understand the highly technical world of data analytics as well as any member of her team. Someone who could not only do the work, but identify new opportunities and iterate as time went on.

She needed a partner who was also a leader.

That's why Robyn reached out to Mike Arnesen at UpBuild. The two had worked together before, and she knew firsthand the kind of results he could provide.

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"My standards are quite high, that's why I went to Mike. I had seen what he could do and I was super excited that it was going to be him and very senior SEO specialists who were doing the work for me; not me communicating with an account manager and then the telephone game happening as it gets to the person behind the scenes who does the actual SEO work."

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The Solution

END-TO-END STRATEGY AND A CONSULTATIVE APPROACH

Unlike other agencies, UpBuild didn't assign Robyn an account manager who would have dozens of other clients competing for their attention. They assigned her Laura, a Senior Marketing Specialist who would take the time to understand her vision and get involved in every step of the process.

At UpBuild, each Senior Marketing Specialist only has four clients, so Zoomdata would have 25 percent of Laura's time each month.

With Robyn, UpBuild created a six-month engagement plan that would see to the launch of the new website.

They thoroughly researched the market and worked with Zoomdata's contracted designers and user experience partners to create an airtight plan for the website's architecture.

UpBuild also created a web analytics strategy, including comprehensive user tracking, micro conversion analysis, social engagement, and conversion rate optimization, so Zoomdata could track their full customer journey and tailor their website to better fit their users' needs.

Getting Zoomdata's new website online was just half of the battle, though.

To cement their position as an industry leader, Zoomdata needed a robust blog with engaging content. UpBuild researched popular keyword themes and created a content plan so thorough that Robyn was able to save money hiring content writers, because a large part of their job was already done for them.

When Zoomdata decided to begin focusing on selling to clients who were interested in embedding Zoomdata, UpBuild helped create another content plan targeting this whole new market while also serving the needs of search engines.

Once the website was fully launched, optimized, and brimming with engaging content, UpBuild continued to work closely with Zoomdata to iterate its SEO strategy.

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“We didn't have to worry about the strategy, we just had to worry about the execution. That saved us tens of thousands of dollars.”

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The Result

67 PERCENT MORE INBOUND LEADS AND DOUBLE THE TRAFFIC

After over two years as partners, Robyn couldn't be happier about UpBuild's results.

The new website is currently generating 67 percent more leads, while more than doubling traffic year-over-year.

More specifically, UpBuild's detailed strategy helped increase traffic to targeted sections by as much as 115 percent. And their consultative approach towards content planning helped Zoomdata achieve 139 percent more traffic from customers interested in embedded business intelligence.

At the same time, that thorough content plan helped Robyn save thousands by hiring writers who didn't need to conduct their own independent research.

In total, UpBuild increased organic traffic by 35 percent from spring of last year until now.

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“We'd have to be 20 times larger to warrant hiring an in-house SEO. UpBuild gives us all of the benefit we'd get with an in-house SEO, with the added benefit of it being an entire team. They're scientific, creative, and great at analysis, plus they're enjoyable to work with. Really, our website's growth speaks for itself.”

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Do you want to achieve success like this?

Contact UpBuild and find out how our end-to-end optimization can help you.

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