



CASE STUDY

ActivePDF Server-side Developer PDF Solutions







Endeavor overhauls SEO & Organic Marketing
Strategy To Drive Rapid Growth For Leading
Server-Side Developer PDF Software Business

Client Overview

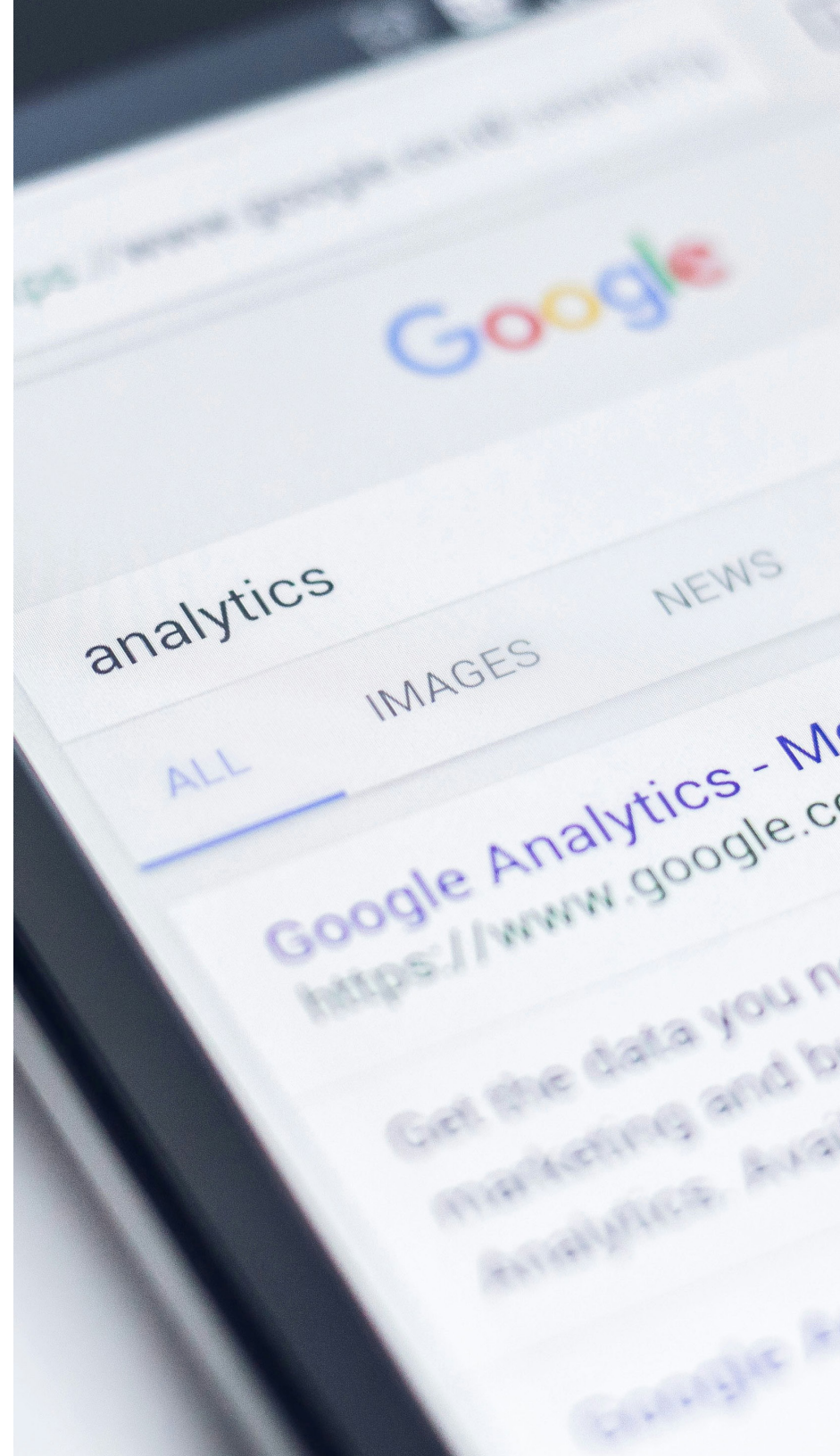
ActivePDF provides server-side PDF software solutions to developers across the world helping power enterprise applications requiring PDF functionality including viewing, editing, converting and more.



Services

 <p>Conversion Optimization</p>	 <p>Digital Experience Optimization</p>	 <p>Strategy & Planning</p>
 <p>Paid Search</p>	 <p>Optimized Creative</p>	 <p>Organic Social</p>

Overhauled SEO & Organic Marketing Strategy
Results In **400%** Increase In Target Product
Revenue For Server-Side Developer PDF
Solutions Provider



Highlight Stats

300%

**Increase In Organic
Media Revenues**

415%

**Increase In Organic
Social Sourced MQLs**

70%

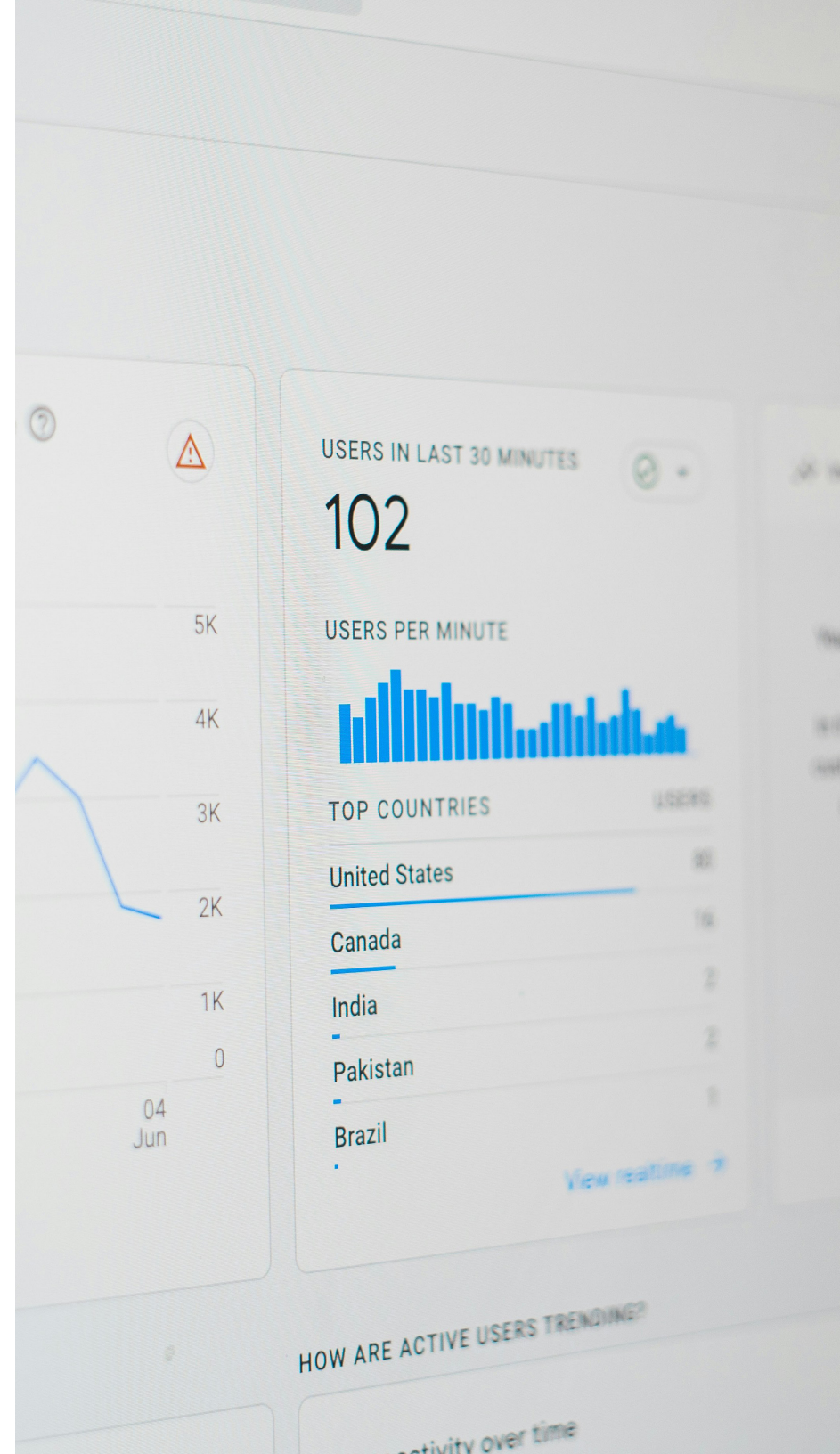
**Increase In Email
Click Through Rate**

30%

**Decrease In Average
Bounce Rate For Target
Product Pages**

Summary Overview

Endeavor was onboarded by a US client with the primary goal of optimizing paid ad spend and assisting in overall digital marketing strategy/planning. Due to an intervening client event, Endeavor's scope of work was radically expanded, requiring an urgent – and successful – dynamic revision of marketing strategies consequent to the client's new operating environment.





Challenge

Endeavor's client was acquired by a foreign entity shortly after Endeavor's onboarding. This necessitated building and executing an organic marketing strategy capable of operating and integrating within an international business platform. Goal: dynamic revitalization of stagnant "legacy" organic search, email and social media conventions for an international subsidiary.

Solution



Cut Paid Marketing Waste

Endeavor's first task after onboarding was to identify wasted ad spend. We soon realized that ActivePDF's cost per lead (CPL) and cost per acquisition were abnormally high for most of their products; the cause of which was targeting low value keywords, loose management of paid media campaigns: too many broad keywords, scant negative keywords management, poor bid strategy, low click through rates and ad relevancy and overall poor keyword targeting. Using our keyword research process, Endeavor's fixes significantly cut costs while building a solid launchpad for paid media growth going forward.



Data-Driven Overhaul - SEO, Email, Organic Social:

After the acquisition, Endeavor was asked to shift their efforts to enhance ActivePDF's organic marketing performance. Attacking this challenge entailed a four-part data-driven strategy, which included a research, planning, building and implementation phase across organic search, email and organic digital marketing channels.

During their research process, Endeavor identified the highest value keywords and topic clusters for ActivePDF's key segment audiences, then drafted campaign blueprints for each of ActivePDF's assigned target product's. After completing the planning phase, Endeavor created an extensive amount of automated email sequences, curated an organic social calendar for the year, and built and optimized sixteen brand new landing pages for each of ActivePDF's high-value target keywords.



Results

Endeavor's solutions for ActivePDF procured the following results:

Organic Media

- **300%** Increase In Organic Media Revenues
- **752%** Increase In Paid Media Opportunities

Organic Social

- **222%** Increase In Organic Social Post Interaction
- **415%** Increase In Organic Social Sourced MQLs

Email Marketing

- **10%** Increase In Average Email Open Rate
- **70%** Increase In Email CTR

Table Results

Product Page	Primary Target Search Term #	Pre-Optimized Google Search Page Rank	Pre-Optimized Google Search Page Slot	Post-Optimization Google Search Page Rank (3 months)	Post-Optimization Google Search Page Slot
1	#1	3	7	1	4
1	#2	3	6	1	1
2	#1	2	5	1	1
3	#1	4	6	1	2
3	#2	3	2	1	3
4	#1	3	3	1	9
4	#2	2	8	1	1
5	#1	2	9	1	1
5	#2	3	2	1	2
6	#1	3	2	1	4
6	#2	3	3	1	2
7	#1	2	2	1	1
7	#2	2	4	1	1
8	#1	2	6	1	2
8	#2	3	2	1	3
9	#1	3	2	1	2
9	#2	1	6	1	1
10	#1	1	8	1	1
10	#2	2	5	1	1
11	#1	2	6	1	2
11	#2	2	1	1	1
12	#1	2	1	1	1
12	#2	2	3	1	1
13	#1	2	1	1	1
13	#2	2	3	1	1

Table Results

Product Page	Primary Target Search Term #	Pre-Optimized Google Search Page Rank	Pre-Optimized Google Search Page Slot	Post-Optimization Google Search Page Rank (3 months)	Post-Optimization Google Search Page Slot
14	#1	1	7	1	2
14	#2	2	8	1	5
15	#1	3	4	1	4
15	#2	1	4	1	1
16	#1	1	7	1	7
16	#2	3	7	1	3
17	#1	3	1	1	6
17	#2	3	2	1	1

Thank You