

Multiplier scaled their conversion volume by 50% by collaborating with TripleDart for Paid Media and SEO Strategies

Multiplier

Multiplier is a leading global employment platform that manages employment, payroll & compliance for International Teams.

Multiplier resourced the services at TripleDart Digital to help them increase their traffic through SEO, Content Marketing and to manage Paid Marketing. Since partnering with TripleDart, Multiplier has seen a 200% increase in their organic traffic along with a 50% increase in the Conversion volume within a span of 3 months. Given that their website is fairly new and has less authority, the long tail keyword and content approach helped us to effortlessly leverage the desired results. Besides this, we also used targeted BOFu keywords to grasp the attention of prospects from the APAC and US markets.

On the Paid Marketing front, we worked on a multichannel strategy to position the brand and acquire qualified MQLs. Furthermore, we developed a landing page strategy focussing predominantly on demo conversions. We also executed a review generation (G2, Capterra) and media buying campaign across the technology space that meets relevant ICPs.

How we did it:

- Longtail keyword and Content approach
- On-Page Optimization
- SEO Focussed Content
- Structured Google Ads
- Multichannel Paid Social Strategy
- Landing Page Strategy

“TripleDart helped to scale Multiplier’s SEO and Paid Marketing efforts from ground zero. They did not stop with just leads but took the revenue challenge and helped fill the pipeline with quality prospects.

Highly recommended for companies looking for non-linear results.”

JAYAKUMAR MUTHUSWAMY

Digital Marketing Lead

Multiplier

RESULTS

▲
200%
Increase in Organic Traffic

▲
50%
Increase in Conversion Volume