

Location Data Management & Search

Customer Experience

Placeable includes two SaaS MarTech products: **Placeable Workbench**, a location data management and distribution platform, and **Placeable Pages**, a customizable locator for local landing pages.

Customer Success

Service company improves customer experience and grows organic traffic 81% using Placeable's location marketing technology

COMPANY

Non-Profit Member Services Organization

INDUSTRY

Education & Non-Profit

IGNITETECH SOLUTION

Placeable Workbench & Pages

DEPLOYMENT

SaaS

Summary

This non-profit member services organization uses Placeable Workbench and Pages to ensure accurate business information across consumer search and discovery channels. Placeable ensures a consistent user experience on mobile, tablet and desktop to drive search and web traffic.

Why Placeable

The company chose Placeable because of its flexibility and scalability. The solution was easily deployed across their own website, search engines and social networks.

Customer Benefit

Placeable helped the company clean and normalize location-specific content and deploy it across SEO and mobile-optimized local landing pages. Because of this initiative, the company went from having 51 location pages indexed with search engines to more than 1,200 without any duplication. This helped achieve high search engine visibility, social-mobile discoverability and a distinct competitive advantage.

Customer Outcome

Within six months of launch, the company achieved an 81% increase in overall organic traffic, with more than a quarter of those visitors converting to a lead.

Solution Benefits

- Build, integrate and maintain robust Locator (“Find a Business Near You”) application combined with geo-targeted advertising with location-specific parameters to capture and convert qualified buyers near location by offering a specific product or service
- Provide bleeding-edge SEO for microsites that directly facilitates online and offline business objectives
- Identification of best vocabulary to deploy ad-words campaigns to drive traffic directly or indirectly to your business
- Pre-designed templates to quickly design and deploy microsites, ensuring consistent branding while facilitating numerous changes that need to be accommodated during the lifespan of the microsites

For more information,
visit ignitetech.com/placeable