

CASE STUDY

Tome's 67% Traffic Increase for AI Sales Assistant

67%

Increase in Average
Organic Traffic, US

234%

Increase in Ranking
Keywords, US

212%

Increase in Keywords Ranking
in Positions 1-3, US

About Tome

Tome is an AI assistant for sales. "Trained on your playbook and CRM data, Tome can identify strategic initiatives and key decision makers to help you break into large accounts with a message that resonates."

The Problem

When Tome came to 97th Floor they were getting the majority of their traffic from users signing up for the free version of their product. They needed a strategic partner to help them increase overall business revenue and increase the number of users that were signing up for the paid premium version of their tool.

The Strategy

To reach Tome's goals, we wanted to focus on creating content that would attract paid customers. Through our conversations with the client, we knew that **sales and marketers were two of the main audiences** that would likely be paying for the premium version. Creating **customer journey maps** enabled us to identify the types of questions this audience would be asking that would lead them to Tome.

We then used these insights as we were crafting our SEO strategy and doing our keyword research to go after keywords related to those audiences needs. We prioritized **optimizing templates** that were relevant to these audiences (case study templates, marketing plan templates, ai presentations, etc.) to help us get in front of these users and help Tome start to quickly grow their organic traffic.

Results

67% increase in average organic traffic in the US

234% increase in ranking keywords in the US

212% increase in keywords ranking in positions 1-3 in the US

