

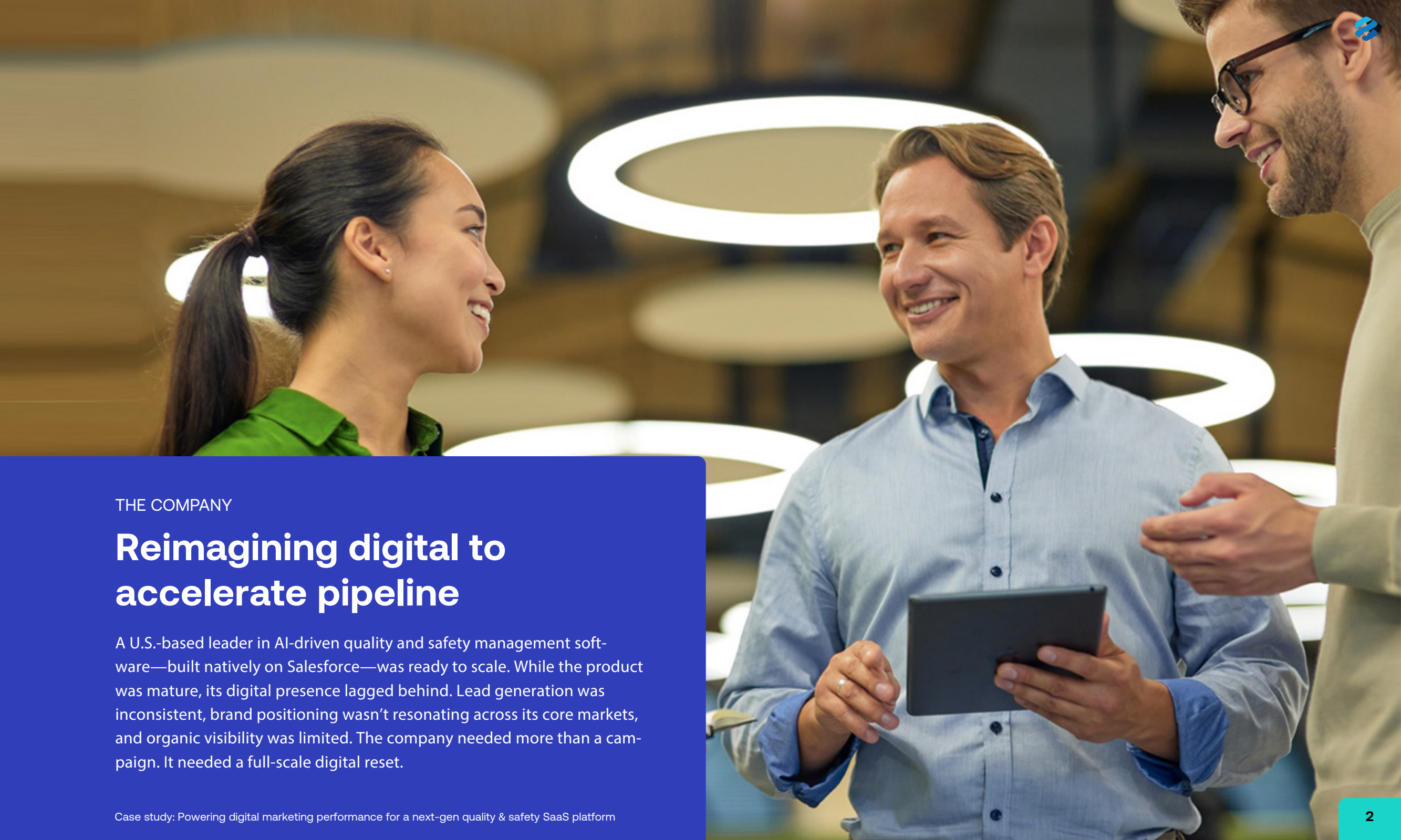


CASE STUDY

Powering digital marketing performance for a next-gen quality & safety SaaS platform

Briskon's digital strategy combines enterprise SEO, web transformation, and data-driven marketing to help a global SaaS provider in quality and compliance achieve measurable growth and market differentiation.





THE COMPANY

Reimagining digital to accelerate pipeline

A U.S.-based leader in AI-driven quality and safety management software—built natively on Salesforce—was ready to scale. While the product was mature, its digital presence lagged behind. Lead generation was inconsistent, brand positioning wasn't resonating across its core markets, and organic visibility was limited. The company needed more than a campaign. It needed a full-scale digital reset.

BUSINESS SITUATION

Turning a mature product into digital growth meant overcoming visibility gaps and platform limitations



- Underperforming website experience
The existing website lacked a modern structure, intuitive navigation, and conversion-driven design-resulting in poor engagement and low lead conversion.
- Inconsistent brand expression
The visual identity across digital and offline channels was fragmented, diluting brand trust and professional appeal in a highly competitive space.
- Lack of targeted marketing campaigns
The absence of strategic SEO, PPC, and paid social media efforts meant the brand missed key opportunities to engage its ICP across the funnel.
- Minimal lead intelligence and attribution
The existing setup lacked integrated analytics, and lead capture mechanisms, making it challenging to track visitor behavior, attribute marketing performance, or nurture high-intent prospects effectively.
- No scalable content management system (CMS)
Making updates or launching content was slow and inefficient, hampering the agility needed to support ongoing campaigns or SEO efforts.
- Restricted content ownership
The client's marketing team had no permission to modify or optimize core website content, creating significant roadblocks in executing on-page SEO and CRO improvements.



THE SOLUTION

Solving for visibility, velocity, and conversion-at scale

Briskon partnered closely with the client to architect and build a scalable, full-funnel digital strategy, designed to meet enterprise marketing standards and create a performance-driven marketing engine from the ground up.

- **Audience-led roadmap**

We decoded buying intent through competitive research and behavioral analysis, shaping a strategy aligned with how enterprise decision-makers search, evaluate, and convert.

- **Search engine marketing built for ROI precision**

Designed and launched high-intent SEM campaigns using AI-powered bid automation, audience targeting, and copy optimization-maximizing pipeline contribution.

- **A scalable WordPress experience for modern marketing agility**

Rebuilt the website on a modular, enterprise-grade WordPress framework, enabling rapid content updates, SEO scalability, and intuitive control for the in-house marketing team.

- **Full-funnel CRO to drive qualified demos**

Delivered a robust CRO strategy incorporating behavioral analytics, AI-based heatmap testing, funnel analysis, UX, and value-focused CTAs to elevate lead quality and lower acquisition costs.

- **Technical and semantic SEO for category leadership**

From 50 to 1,500+ keywords, we architected an enterprise SEO engine that captured demand across product categories, regions, and decision journeys.

- **Landing page engineering for enterprise decision journeys**

Created dedicated landing experiences structured around buyer personas, blending design psychology, urgency drivers, trust signals, and dynamic personalization elements.

- **Content-UX fusion for high-performing, search-friendly experiences**

Integrated SEO-optimized copy into UX/UI design from the wireframing stage, ensuring technical compliance, user clarity, and enhanced crawlability across category, product, and resources.

- **High-value gated content assets for lead generation**

Created thought-leadership assets including case studies, editable checklists, and whitepapers, using AI tools for content formatting and personalization, boosting form fills and MQL flow.

- **Live engagement via chat and smart forms**

Integrated intelligent live chat and Pardot-connected web forms to capture and qualify leads in real-time, bridging the gap between traffic and pipeline.

- **Brand system development for consistency at scale**

Developed a comprehensive brand guideline encompassing voice, visual hierarchy, iconography, and accessibility standards-enabling cohesive storytelling across all digital and offline assets.

- **Hosting architecture for speed, reliability, and compliance**

Advised on hosting infrastructure built for scale, ensuring low-latency performance, enterprise-grade uptime SLAs, and compliance with regional data privacy standards.

- **Reusable content infrastructure**

We created modular, scalable content formats, reducing time to market and enabling sustained content velocity without compromising quality.

- **Enterprise-ready marketing collateral design**

Designed premium marketing materials-event banners, executive decks, flyers, and brochures-aligned with brand identity and tailored for enterprise sales conversations.

- **Analytics and attribution framework for insight-driven marketing**

Deployed custom dashboards integrating Google Analytics, HubSpot, and Salesforce-allowing multi-touch attribution, LTV cohort tracking, and campaign-level ROI analysis.



THE ACHIEVEMENT

Exponential growth driven by Briskon's high-performing strategies

90x

Monthly search visits
increased from 450 to
40,000+

60x

Monthly SEO leads
increased from 2 to an
average of 120+

50x

Monthly SEM lead
being generated
around 50+

3233%

Alexa rankings
increased from
18,00,000+ to 54,000

30x

Monthly average
visitors increased from
1510 to 45,000+

12x

Number of pages
increased from 90 to
1,200+

\$36M

Attracted one of the
top US investors for
\$36M investment

950+

Current SERP 900+
keywords on Page 1 of
Google - USA

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I appreciate the fact that I can count on Briskon to always be available in case of need and **I really think of Briskon as part of our own company.** Our improvements in the website design, content, up-time, security and UI have seen tremendous improvements over the years. I count on you for advice on SEO, content strategy and many other things.

VP-Marketing



Our performance-centric digital marketing services

AI-GTM services

AI-powered go-to-market strategies that align content, search, and demand generation with how modern buyers discover and decide.

SEO services

Full-spectrum SEO, AEO, and GEO service to position your brand in Google Overviews, voice assistants, and AI-generated answers from ChatGPT and Gemini—driving authority, discovery, and demand for enterprise, B2B, and SaaS growth.

Conversion rate optimization (CRO)

Data-driven intelligent CRO that turns traffic into qualified leads through behavioral insights and testing.

PPC & digital advertising

ROI-focused ad programs that combine AI-led bidding, persona targeting, and continuous optimization to drive performance at scale.

Social media amplification

Thoughtfully crafted campaigns and content syndication that elevate executive voice and brand authority across LinkedIn and beyond.

About Briskon

Briskon is a full-service digital marketing and software development company committed to helping businesses grow, innovate, and stay ahead of the competition. With deep expertise in AI-GTM, SEO (Google AIO, AEO, GEO), CRO, PPC, social media marketing, web development, mobile app development, auction software, AI & ML, and custom software solutions, Briskon delivers result-centric strategies and cutting-edge technology to empower brands. We specialize in providing high-impact solutions for B2B, SaaS, and enterprise businesses worldwide, driving measurable success.

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