ignite
PLACEABLE SOLUTIONS

CUSTOMER EXPERIENCE

Location Data Management and Search

[Placeable Solutions](#) include two SaaS MarTech products: Placeable Workbench ™ and Placeable Pages ™. Placeable Workbench is a location data management and distribution platform. Placeable Pages is a customizable locator for local landing pages.

Customer Success

Services Company Improves Customer Experience and Grows Organic Traffic 815% Using Placeable's Location Marketing Technology

COMPANY
Non-profit Member Service Organization

INDUSTRY
EDUCATION & NON-PROFIT

IGNITE SOLUTIONS
Placeable Workbench & Pages

DEPLOYMENT
SaaS

Summary
This non-profit member service organization uses Placeable Workbench and Pages to ensure accurate business information across consumer search and discovery channels, as well as for 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 815% 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 or Find a Business Near You" application combined with geo-targeted advertising with location-specific parameters to capture and convert qualified buyers near locations 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 related 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 life-span of microsite