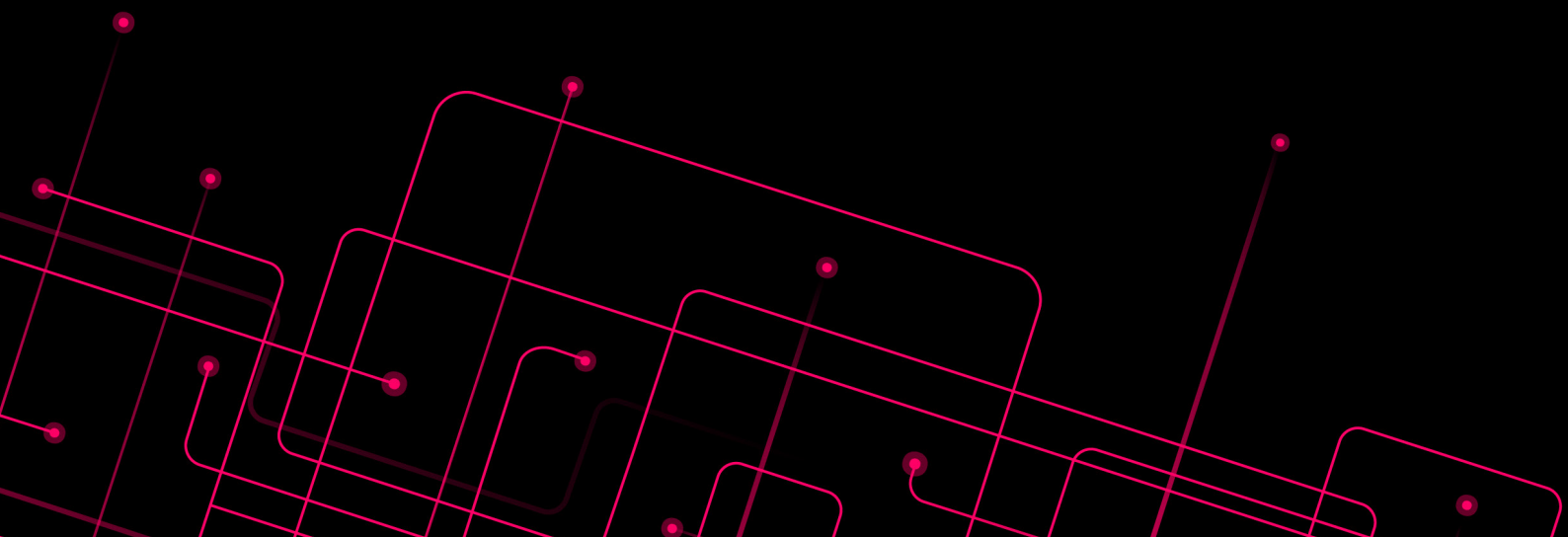
A88 LAB.

Syntheticus®

Case Study

HOW WE HELPED SYNTHETICUS ACHIEVE AN IMPRESSIVE 8278.94% IMPROVEMENT IN KEYWORD RANKING ON GOOGLE



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The Results

1,523
more keywords ranked by Google.

170+
Google position changes.

71,181+
pillar page impressions.

+ 8278.94%
improvement in keyword ranking on SERP.

+ 831.45%
increase in organic impressions within just ten months.

+ 412,32%
more visits in six months.

+ 412,32%
increase in website visits within six months.

+ 337,67%
improvement in organic clicks.

”When it comes to the SaaS market, it’s important to partner with an agency that can deliver results. A88Lab. has proven to be a trusted partner for us at Syntheticus by consistently exceeding our expectations.”

Aldo Lamberti CEO & Founder at Syntheticus™

The Client

Syntheticus is a Swiss-based SaaS company that provides a secure synthetic data platform to enable organizations (B2B) and governments (B2G) to use more data responsibly for their growth and success without any ethical or privacy compromises. Their platform, built with GenAI, helps to maximize data's potential in various applications, including AI & LLM, software testing, analytics & BI.

Fortune 500 enterprises and leading scale-up organizations around the world trust Syntheticus for their synthetic data generation.

The Challenge

Syntheticus was looking for a full-stack B2B SaaS agency that could:

1. Revamp their website and make it the core of their marketing and sales activities.
2. Build a Demand Generation strategy that will establish Syntheticus among the top players in the Synthetic Data industry.
3. Clearly communicate the value of the product and its benefits.
4. Improve and increase their online presence.

The Approach

To get Syntheticus' on speed and build a strong demand-generation strategy, we started by organizing several workshops. This helped us really understand their product and fine-tune their market positioning. Additionally, we performed JTBD exercises to improve their product positioning, making it clear, strong, and in line with the company's goals,

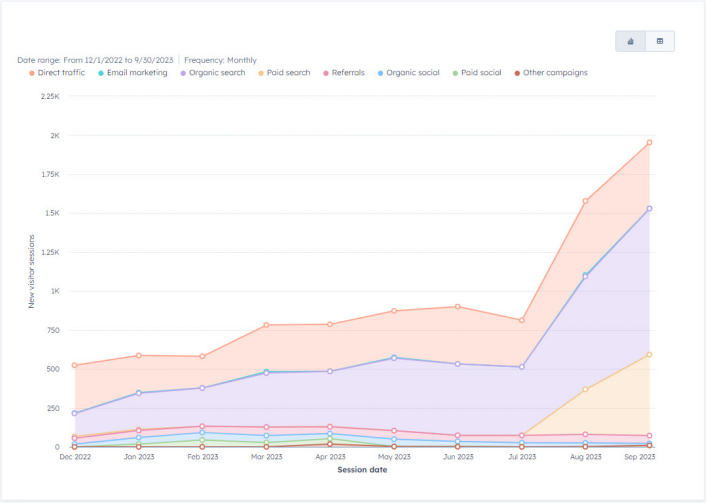
lIn the last step of our prep, we took a good look into the market category and focused on understanding audience pain points and existing solutions on the market. This deep dive was crucial for us to accurately identify our Ideal Customer Profiles (ICPs) and uncover a Unique Selling Proposition (USP) gap that Syntheticus can uniquely fill.

The Solutions

1. Building an Online Presence

Due to Syntheticus being an early-stage company, it lacked a strong online presence. To establish it as a cohesive brand, we first developed a conversion-driven and visually appealing website by following the growth-driven design (GDD) methodology, which also featured an SEO-optimized pillar page, covering all key aspects of its offer.

New visitor session totals by day with source breakdown



In just two months (August 2023 and September 2023), Syntheticus witnessed substantial visitor growth, reaching new heights.

In just 10 months, the website had surpassed 108,000 impressions worldwide.

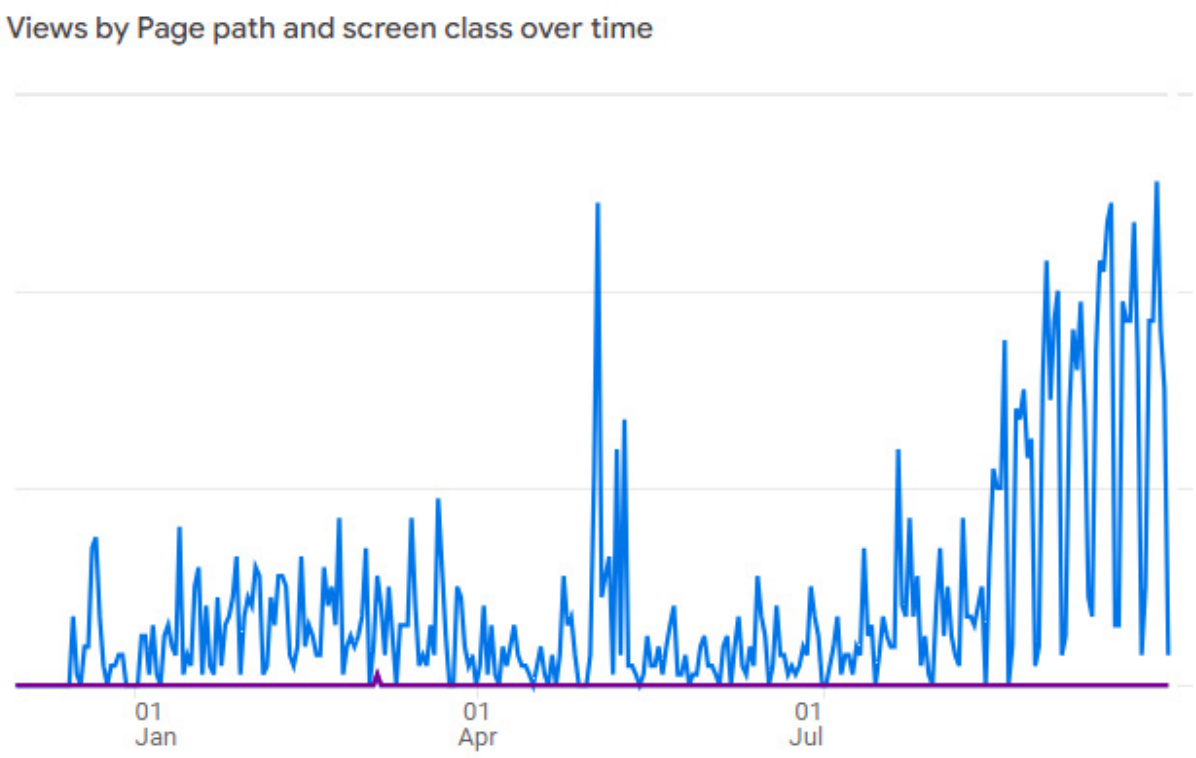
Website page performance with page views and CTA actions



2. Empowering Content Marketing

Through targeted and continuous content marketing efforts, which included creating various types of pillar pages and supportive content such as blog posts, whitepapers, case studies, factsheets, and guides, A88Lab. helped Synthethicus establish itself as a thought leader in the privacy-enhancing technology industry. The quality and relevance of the content significantly improved their ability to communicate their value proposition to a wider audience.

The backbone of the growth of the Syntheticus website was the pillar page strategy: grouping and optimizing content in topic clusters to provide comprehensive information about specific topics.



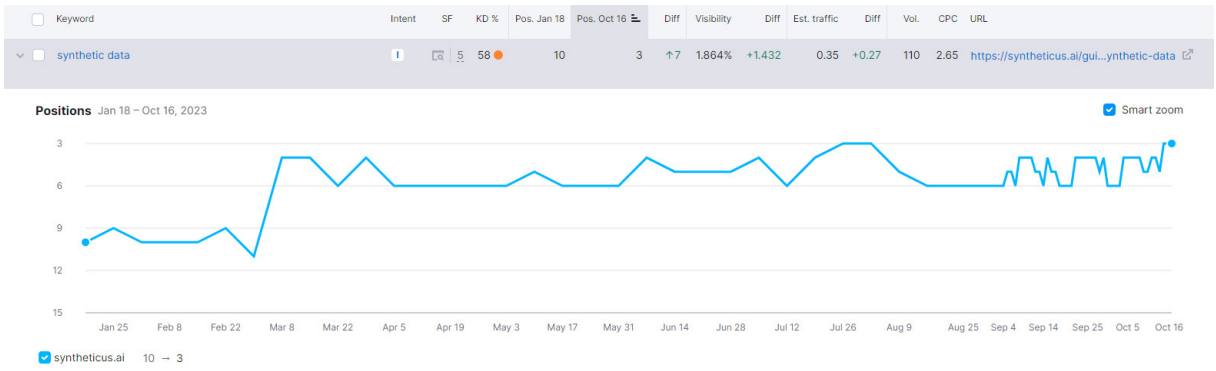
3. Applying a Comprehensive SEO Strategy

After the great results with the pillar page, the next step was improving Syntheticus' website with an SEO strategy. Once again, there was a need for in-depth research this time to identify the high-quality keywords relevant to Syntheticus' products, which were used to create relevant and educational content such as blog posts, pillar pages, resources, guides, factsheets, and whitepapers.

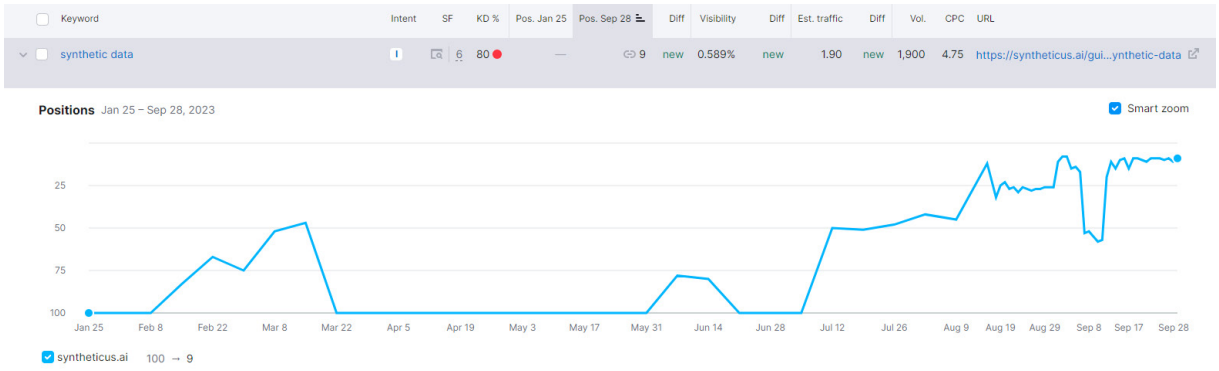
To take the SEO efforts a step further, A88Lab. also applied a comprehensive backlinks strategy that increased their website's authority and credibility in the eyes of search engines.

The SEO strategy came back with remarkable results:

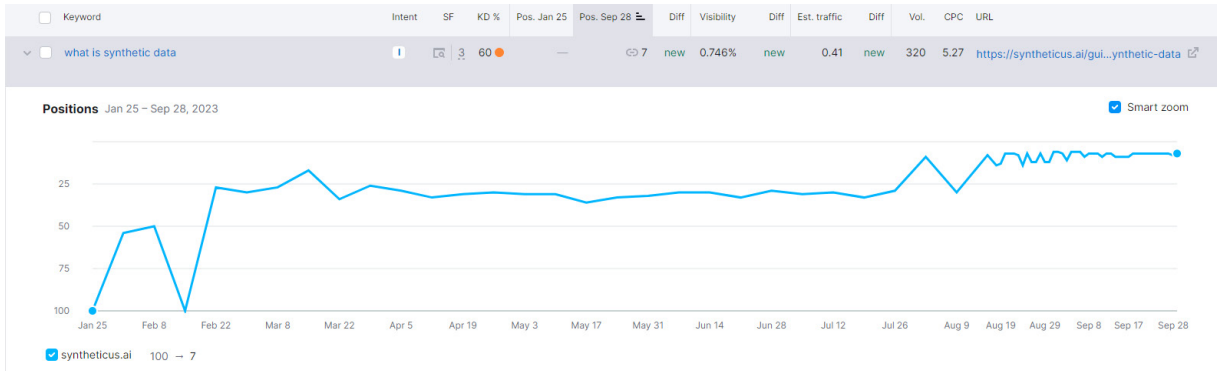
The main focus keyword, **'synthetic data,'** reached a top 3 position in the main Swiss market in less than 10 months.



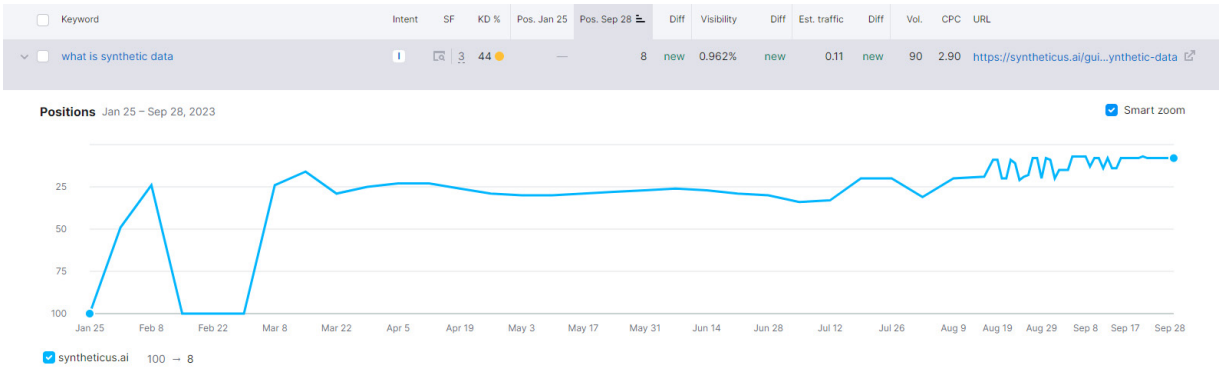
The highly competitive keyword, **'synthetic data'** with a keyword difficulty of 80/100 in the US, also reached page 1 on Google Search Results in the United States in less than 9 months.



One of their most important keywords, **'what is synthetic data,'** ranked on page 1 in the United States in less than 9 months.



The same keyword, **'what is synthetic data,'** ranked on page 1 in the United Kingdom in less than 9 months.



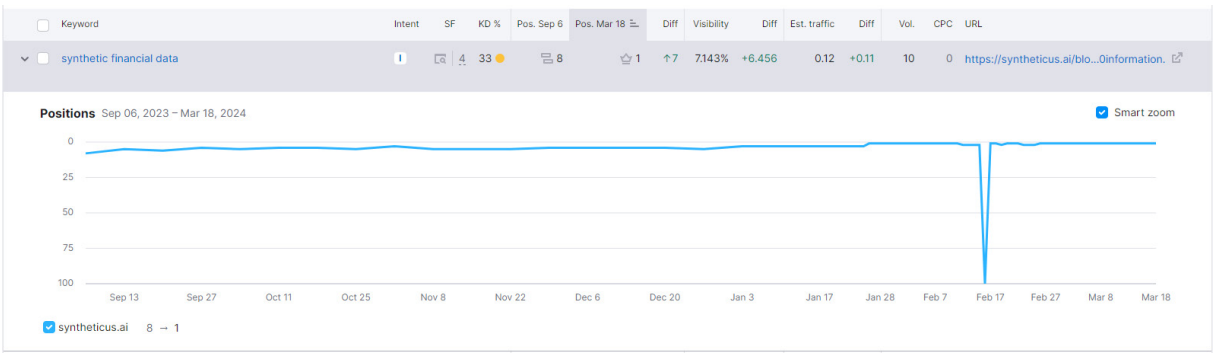
The keyword **'synthetic data platform'** was consistently at the top of Google's SERP in the Swiss market.



In the last 6 months, the keyword **'synthetic financial data'** ranked first on Google's SERP in Switzerland.



The same keyword, **'synthetic financial data,'** also ranked first on Google's SERP in the US.



The keyword **'synthetic data healthcare'** is another top-ranking keyword in Switzerland, altering between the top two places.



"A88Lab.'s approach to SEO, paid advertising, and content marketing helped us rapidly improve our KPIs, drive our brand awareness and online presence, put our website to the forefront of search engine results, drive organic traffic, generate high-quality leads, expand our digital footprint, increase our website visits, and maximize our results overall."

Aldo Lamberti CEO & Founder at Syntheticus™

The Impact

Throughout our collaboration, A88Lab. managed to deliver the following results for Syntheticus:

- ✓ Strong online presence.
- ✓ Increased brand visibility, making Syntheticus a respected figure in the privacy-enhancing technology industry.
- ✓ Boosted brand's visibility in the search engine results.
- ✓ Significant increase in leads and demand for Syntheticus.
- ✓ Continuous organic growth and sustained visibility.
- ✓ Ability to attract and convert high-quality leads in the future.

The success achieved with Syntheticus demonstrates the effectiveness of well-planned, long-term strategies for demand generation. Prioritizing the creation of valuable, optimized content and building a strong online presence resulted in immediate results, but this also set the stage for sustained growth and success.

> To sum up, they helped us to become the de facto brand authority in Switzerland, ranking #1-3 on Google USA and UK - all within nine months. This speaks for itself!
>
> **Aldo Lamberti CEO & Founder at Syntheticus™**

A88 LAB.

Let Us Help Your Brand Achieve Its Full Potential.

Book a Free Consultation

A88Lab. is a full-stack marketing agency for B2B SaaS and tech companies. We help our clients get the most out of their marketing budget, build a quality sales pipeline, establish strong client relationships, and generate more revenue.

www.a88lab.com