



At a Glance

Domain:

www.spectrumlabsai.com

Industry:

Tech, Trust & Safety

Market:

B2B

The Objectives

Spectrum Labs provides content moderation software so that businesses that manage online communities have fewer instances of violating content. Even in a post-Facebook world, many businesses underestimate the risks and costs associated with poor content management.

The Challenge

Spectrum Labs' audience is a niche market in the tech space. Additionally, buyers tend to not be tasked with online safety exclusively. Most potential buyers see policy enforcement as a boring but necessary background activity. We needed to find a way to get in front of this small group of potential buyers and educate them on the importance of online safety.

The Solution

WORQFLOW employed a combination of SEO and digital ads to capture attention and educate potential leads. We used SEO to capture the interest of those who were already aware of the problem. For everyone else, we used lead magnets and employed LinkedIn and Google ads to distribute them. We identified target buyers and educated them using full-funnel retargeting tactics in our digital ads.

The Results

In 6 months, WORQFLOW achieved:

- Spectrum Labs ranked #1 on Google for 55 search terms - up from 8 search terms just 6 months prior.
- 75% increase in website traffic
- 71% decrease in cost per click
- 58% increase in new leads from marketing channels