

SEO & Marketing for Fintech SaaS Platform

PROJECT DETAILS

 SEO & PPC

 Nov. 2021 - Jan. 2022

 \$10,000 to \$49,999

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"They were strong communicators. They set and managed expectations well."

PROJECT SUMMARY

Advertas was hired by a fintech SaaS platform to offer SEO and marketing campaigns. Their goal was to build a list of target keywords and increase their visibility in relevant areas.

PROJECT FEEDBACK

Advertas significantly improved the client's rankings and inbound traffic. They were also strong communicators who managed the client's expectations well. The client commended them for their can-do attitude that they accessed with a reasonable price.



The Client





Please describe your company and your position there.

Solid is a Modern FinTech Platform that powers many leading FinTechs and is embedded in SaaS unicorns. Solid lets you instantly create bank accounts, send payments and issue cards, powered by the Solid Platform. I am the head of revenue growth.

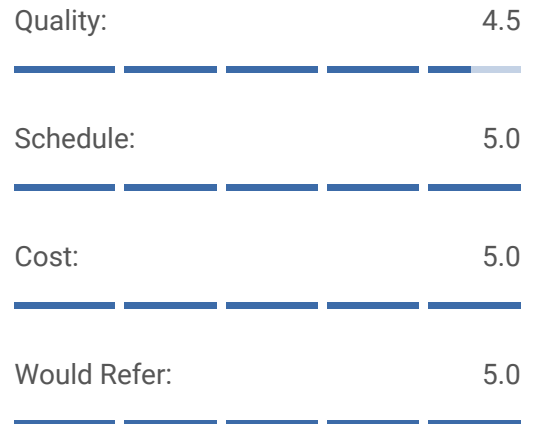
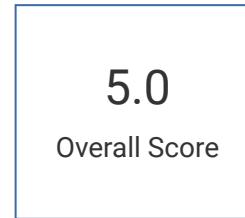
The Challenge

For what projects/services did your company hire Advertas, and what were your goals?

We hired Advertas for SEO and marketing. Our goals were to build a list of target keywords to go after and move up the rankings on Google for those keywords.

-  Head of Growth, Fintech SaaS Platform
-  Financial Services
-  51-200 Employees
-  Menlo Park, California

CLIENT RATING



The Approach

How did you select this vendor and what were the deciding factors?

I have worked with Advertas at another company successfully and executed on Marketing efforts at that company.

Describe the scope of work in detail, including the project steps, key deliverables, and campaigns.

Our engagement included studying the landscape and doing a study on SEO terms that were achievable in the short and long term. We then also created content in the relevant areas to boost our visibility in those areas.

How many people from the vendor's team worked with you, and what were their positions?

Laura the CMO, and 2 SEO specialists.

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

Since implementing the SEO efforts, our rankings on target keywords have improved, and inbound traffic has also improved.

Describe their project management style, including communication tools and timeliness.

They were strong communicators. They set and managed expectations well. This is very important especially in SEO. We had a weekly meeting and a slack channel for instant communication when needed.



What did you find most impressive or unique about this company?

Very professional outfit, with strong communicators and a can-do attitude. Especially Laura.

Are there any areas for improvement or something they could have done differently?

Advertas is a really good agency at a reasonable price.

