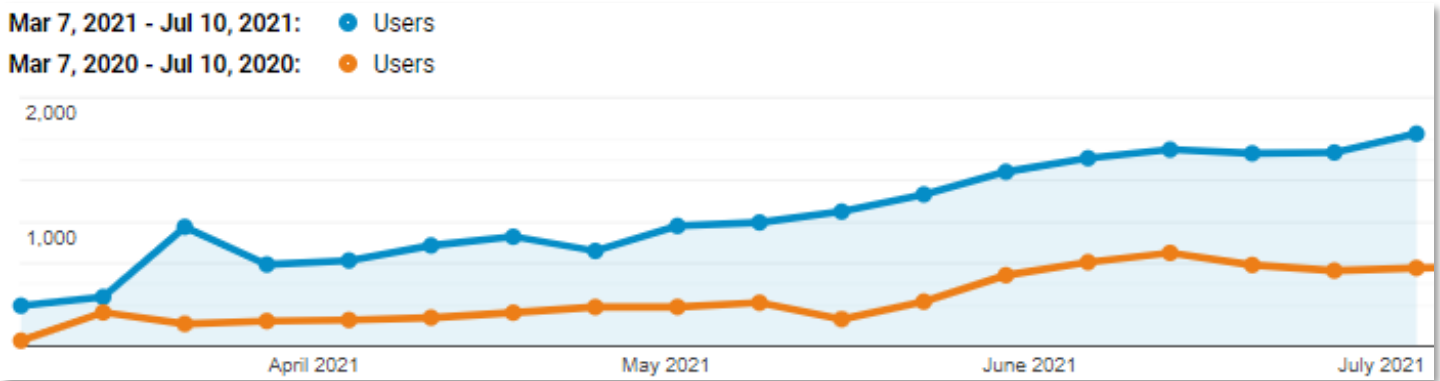


Industry: Outdoor Adventures



Total Revenue	▲	453.59%	\$360,506 VS \$65,122
Total Transactions	▲	177.72%	1,072 VS 386
Total Conversion Rate	▲	26.12%	3.95% VS 3.13%

The client operates on the Outdoor Adventure Industry and was struggling to beat their local competition. They joined SocialSEO in 2019 engaging in a mid-level package and has seen consistent and exponential increases since then. Through both local and national high intent keyword targeting, an analysis of market trends of their local competition, and a comprehensive content strategy, this client has obtained not only unprecedented growth last year (2021) but is on pace to outdo those numbers this year (2022). The above is a year-over-year snapshot of a long-term campaign that constitutes a 171.32% (27,262 vs. 10,048) increase in average organic sessions per year compared to their baseline numbers.

