

**CASE STUDY**

# SIMPLECERT

Laser-focused digital marketing and SEO strategy targeted at larger enterprise-level accounts in North America.



**ZIPLINE**<sup>®</sup>  
< B2B MARKETING >



**SimpleCert is a complete and easy to use online Certificate Management System.**

The SimpleCert platform is designed to help streamline the process of designing, printing, and sending personalized certificates. Users have the option of making single certificates, or utilizing SimpleCert’s powerful API and Zapier integrations to create, send and store bulk certificates. The platform is targeted at small to medium-sized businesses and organizations offering online training or certification of any kind.

SimpleCert is the world leader and also the original pioneer in the Certificate Management System category but they now face stiff competition from a number of newer competing products.



## Challenges

- ✔ Develop product awareness in a relatively unknown product category.
- ✔ Streamline the process of integrating SimpleCert certificates into other products and services.
- ✔ Increase below-average conversion rates from all traffic channels.
- ✔ Expand SimpleCert into larger enterprise-level accounts.
- ✔ Fend off competition from larger competitors like Canva who are entering the digital certificate market.

## Key Tools Used



Sales Enablement



Content Strategy & Development



User-Interface Design



Search Engine Optimization








PPC Advertising



Business Strategy & Consulting

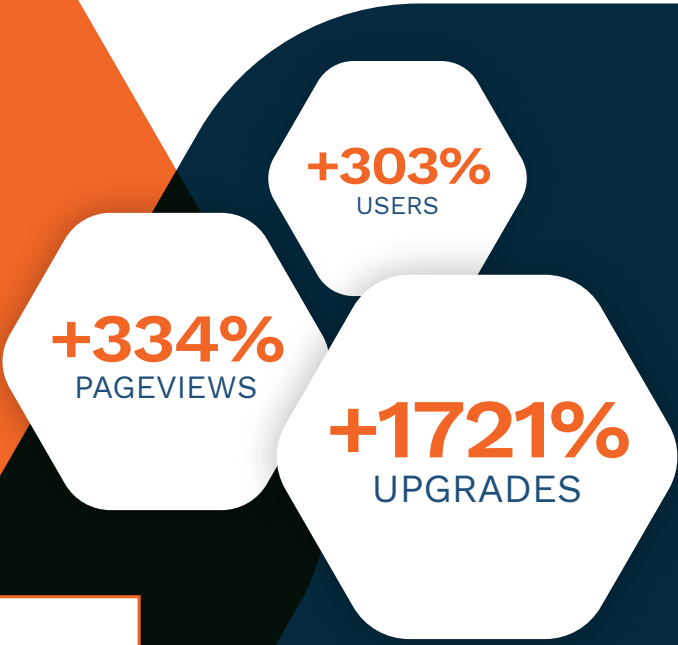


# How We Did It:

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**Website**  
 Our team brought a number of strategic changes to the existing SimpleCert website experience to aid conversion.
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**Content Strategy**  
 We transformed the SimpleCert content strategy introducing a number of initiatives focused on key verticals and important capabilities.
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**User Interface Enhancements**  
 We helped reimagine the conversion process and the software user interface improving usability and drastically lowering attrition.
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**API Development**  
 We assisted with the development of an API and Zapier integration that makes integrating with SimpleCert a breeze for new enterprise-level customers.
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**SEO & PPC Advertising**  
 We provided an entirely new SEO/PPC strategy that has skyrocketed ranking positions and conversion rates.

SimpleCert was already quite successful when our team engaged but by integrating our laser-focused digital marketing and SEO strategy we were able to grow revenue by 180% in 2020 alone, even besting the impressive gains we were able to attain in 2019.

Through strategic, data-driven SEO, meaningful content, and well-planned technology, SimpleCert has seen absolutely transformative growth.



**15.33% BOUNCE RATE VS 61% BOUNCE RATE (-75% DECREASE)**

**144,792 CONVERSIONS VS 25,104 CONVERSIONS (477% INCREASE)**



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Zipline has been a wonderful partner for SimpleCert. The Zipline team has helped us charge forward. We hired Zipline to help us with SEO and marketing and they have knocked that out of the park. They have also taken us many steps beyond our wildest dreams helping us solve difficult technical problems, transforming our business model, targeting strategic partners, and even helping us build and launch an API.

I am very thankful for the growth we have seen and for our partnership with Zipline and I look forward to continuing the partnership.



**Aaron Cole**  
Managing Partner

## For Similar Results:

### Contact Zipline B2B Marketing

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