



Find out how your business can be the next successful story!

My eDiscovery Case Study

JSA Interactive is an Online Marketing & Sales Agency that specializes in targeted inbound/outbound traffic generation and conversion optimization.

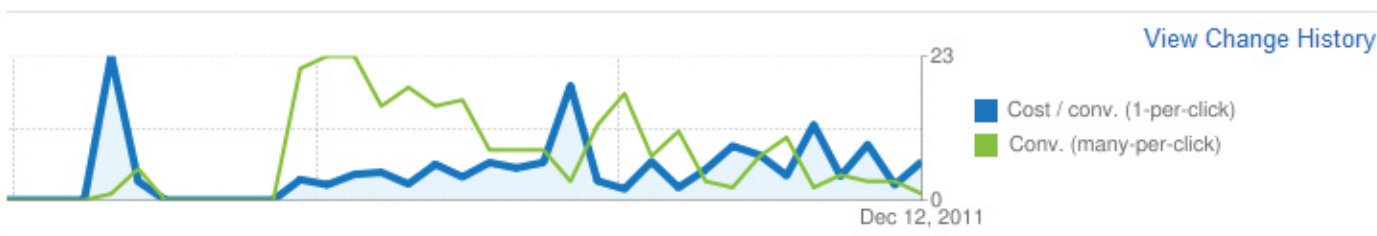
On average we increase organic traffic by over 400% and triple lead generation volume for our clients and guarantee our work with a 100% + \$1000 money back performance guarantee.

With a consultative approach, our clients say we are the only agency that ever educated their internal team while providing superior results.



Digital Reef, Inc is a Boxborough, MA based leader in the e-discovery software industry. The company works to help enterprises, law firms, and litigation support service providers with their largest and most complex eDiscovery matters.

Challenge: Increase Site Traffic and Boost Conversions



Though Digital Reef, Inc. is a front runner and established leader in the eDiscovery software industry, they found they were having difficulty increasing site traffic, and were looking to boost conversion numbers for a specific new product, a software system called My eDiscovery. In order to reach their goals, Digital Reef needed to increase the amount of traffic to their company website via more targeted and higher qualified methods of advertising. By implementing a more targeted advertising campaign, Digital Reef could then be assured of attracting visitors that were truly interested in the services offered by the organization, and therefore increase their pool of potential clients and achieve that much needed boost in conversions.

To achieve their goals, Digital Reef turned to JSA InterActive for help in both increasing their targeted and overall traffic to the website and in boosting conversions.

Solution: A New Systematic Approach to Targeted Advertising Methods

As with any new project, our first step in helping Digital Reef to reach their goals was to examine and understand the current processes they have in place. Since the goal was to acquire the most targeted traffic possible, we also established a general profile of the ideal buyer or client best suited to making the most out of this particular eDiscovery solution. This was determined by both examining their current clients and the advertising models that attracted them, and by extrapolating needs and wants based on the actual features and benefits of the product itself.

Once this information was determined, we were then able to put together a comprehensive new marketing plan that would increase traffic and boost conversions by means of a multi-step targeted advertising strategy.

Targeted Keywords for Qualified Traffic

Once our strategy was determined, we began the process of improving traffic and conversions by performing new keyword research. This new research focused on determining a list of keywords and phrases that would lead to better targeted traffic. This resulted in a new list of keywords and phrases that were more specific and directly related to Digital Reef's My eDiscovery solution, and therefore much more likely to attract users that are looking for exactly what Digital Reef provides.

[early case assessment e discovery]	My eDiscovery Search NO VOL	Early Case Assessment eDiscovery
[early case assessment e-discovery]	My eDiscovery Search NO VOL	Early Case Assessment eDiscovery
[early case assessment ediscovery]	My eDiscovery Search NO VOL	Early Case Assessment eDiscovery
"eca ediscovery"	My eDiscovery Search NO VOL	ECA eDiscovery
"eca discovery"	My eDiscovery Search NO VOL	ECA eDiscovery
+eca +ediscovery	My eDiscovery Search NO VOL	ECA eDiscovery
+eca +discovery	My eDiscovery Search NO VOL	ECA eDiscovery
[eca ediscovery]	My eDiscovery Search NO VOL	ECA eDiscovery

Display Network Campaigns to Boost Traffic and Conversions



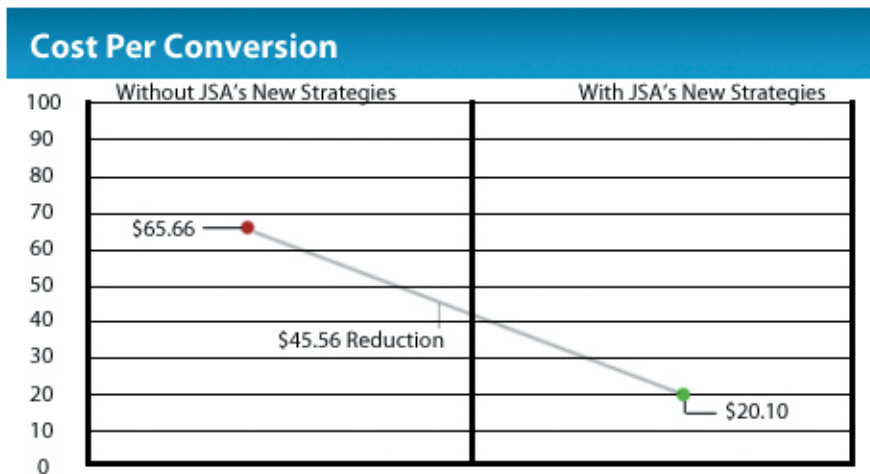
We then created and implemented a targeted display network advertising campaign in order to reach and appeal to Digital Reef's ideal clients and draw them to the website. Display network advertising ensures ads are viewed by more qualified, highly targeted users, because ads are only served on sites and pages that feature relevant content. This process included not only designing the eye-catching, highly clickable ads themselves, but selecting the best possible websites on which to display them, resulting in a highly targeted ad campaign.

Campaign Management for Overall Increased Success



After the display network advertisements were up and running, we implemented an efficient system for campaign management, including careful and strategic bid adjustments and continuous testing and tracking in order to improve results.

Results



By using JSA InterActive's new strategies, Digital Reef began to see positive results in just a few weeks. Site traffic increased, and with it, so did their conversion rate. This boost in conversions allowed Digital Reef to reduce their cost per conversion for My eDiscovery by \$45.56, taking it from \$65.66 per conversion all the way down to \$20.10.



As a small company it is invaluable to have a resource that can focus on key areas where you do not have the bandwidth or expertise internally. **JSA Interactive has delivered great results! They delivered Page 1 rankings for several target key words in a very competitive market space** as well as advised us on more cost effective strategies to leverage both our natural and PPC search efforts.

Julian has worked with many start ups and really understands the challenges that a small company faces...needing to do more, faster, on a tight budget.

Jackson Madnick CEO/President Pearls Premium



We increased traffic on highly qualified keywords by 403% in less than 60 days. "We are thrilled with the work. Traffic from customers is way up! We are engaging with JSA Interactive for even more work."

Todd Grant, VP Marketing — LogicBay Inc.



Since we began our marketing with JSA InterActive just two months ago, we have **doubled the number of visitors to our web site and quadruped our number of web leads!** On top of this, we have learned a great deal about our market and who we are advertising to, which, in turn, has helped us create a more effective marketing campaign.

We are very satisfied with the professionalism and dedication we receive from JSA InterActive.

Cristie Montgomery, Surrogate Parenting Services





About JSA Interactive

Your business deserves the best shot at success. Having the right tools at your disposal can make it happen, and here at JSA Interactive, that's exactly what we do...create success for you!

We work individually with each of our clients to ensure that everything we do for you will be done with the unique needs of you and your business in mind.

JSAInteractive masters the marketing techniques of Inbound and Outbound Marketing with "Closed Loop Systems." We focus on generating targeted leads and customers for your business. We increase conversion rates to help increase your ROI on your marketing & sales budget.



The Mix:

- Effective B2B Lead Generation and Nurturing
- Strategic Pay Per Click Campaigns
- Impactful Re-Marketing Technology (Pitch them twice!)
- Advance Search Engine Optimization (SEO)
- Affordable Video Animation and Video SEO
- Engaging e-Mail Marketing
- Successful Affiliate Programs
- Compelling Copywriting Content that Sells
- E-Marketing Strategy and Business Model Consulting

Free Consultation: We invite you to achieve success and learn more about driving customers and sales in the online market. We will review your goals and recommend a program for your company.

OUR PERFORMANCE GUARANTEE

WE GUARANTEE OUR WORK WITH A 107% ROI OR
YOUR MONEY BACK +\$1000

Call Now: 1-617 615 9895

Let us make your company the next success story!