

# Curex: This Is What Sustainable Growth Looks Like

1M+ organic clicks

Millions saved in paid ads

One repeatable system



## Curex

The Telehealth Allergy Clinic

Trusted by 50,000+ patients nationwide, Curex is the largest online allergy clinic in the United States, leading the telehealth category in allergy diagnosis and treatment.

### The Challenge

Curex sought to scale its patient acquisition nationwide without relying on costly advertising; however:

They needed a system for sustainable, compounding growth — not short-term spikes.

- Rising Google Ads CPC (Cost-Per-Click): ~ \$4-\$7 per click
- Thousands of untapped high-intent searches
- Content creation at scale wasn't operationally possible
- People are now searching for high-intent queries using AI platforms, moving away from Google

### The Solution

## Pragmatic (Programmatic) SEO at Scale

We designed and launched an AI-powered programmatic SEO system that created thousands of highly targeted, search-driven pages — automatically.

### Buyer Intent Focus

Built for buyer intent, not vanity traffic: 17,000 pages covering allergens, symptoms, foods, and insurance

### Compounding Growth

Designed to compound month over month

### Retargeting Ready

Retarget website visitors with paid ads; extremely high converting and better use of Ad Spend

### AI Search Ready

Pages designed to show up in AI engines

*"Our approach: SEO is infrastructure — not one-off content — and so we implemented a sustainable growth system to ensure longevity."*

### The Results

## In under a year:

586 → 3,400+

Daily Clicks

1,012,950

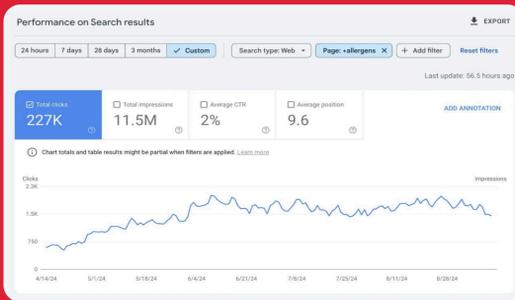
Total Organic Clicks

91%

traffic driven by programmatic SEO

\$120k

SEO investment



Organic clicks:	1,012,950
Avg Google Ads CPC (telehealth):	\$4-\$7
Equivalent paid cost:	\$4.05M - \$7.09M
Actual SEO investment:	\$120K

### RapidDev Delivers: Return on Investment

Acquiring the same traffic through paid search would have cost Curex between \$4.05 million and \$7.09 million

### Methodology

## Pragmatic SEO Explained

Programmatic SEO turns repeatable search demand into a sustainable growth engine:

- Built to scale across multiple services
- Repeatable system, not a one-off campaign
- High-intent traffic, ready to convert
- Massive reduction in paid acquisition costs
- Compounding, sustainable organic growth

**01 Identify Patterns**  
Identify high-intent search patterns

**02 Build Templates**  
Build scalable page templates

**03 Launch at Scale**  
Launch thousands of pages targeting real queries

**04 Lower CAC**  
More pages → more rankings → lower CAC over time

### Who We Are

## The Team Behind The Strategy

RapidDev — We Don't Just Build. We Build for Sustainable Growth.

We help companies launch and scale through:

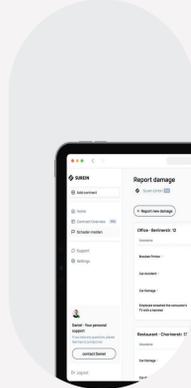
*Curex is one of many partners we've helped turn technology into long-term growth.*



Product & Platform Development



AI & Automation



SEO and Growth Systems

## Curious What RapidDev Can Do for Your Business?

On the call, we'll break down:

Your potential search opportunities

What programmatic SEO could look like

Which approach fits your needs

[Book a Free Strategy Call →](#)