

0 to 100K Organic Traffic in One Year

Case Study



How THE YES Scaled from Zero to Pinterest Acquisition

The Challenge

Differentiating in a Crowded Market

A mobile-first fashion platform wanted to jump to the web, but entered a crowded market with a lean team and no clear way to launch content and capture share.

No rankings

Not ranking for any keywords at start

No structure

Lacked website architecture and CMS

Basic content

Thin content and only a few product pages

Lean team

No bandwidth or in-house SEO expertise

The Solution – A Comprehensive All-In-One SEO Solution

Quattr identified the best search intents for each product and collection to target

Built a collection page site architecture around existing product pages

Competitor analysis mapped market share across every key search intent

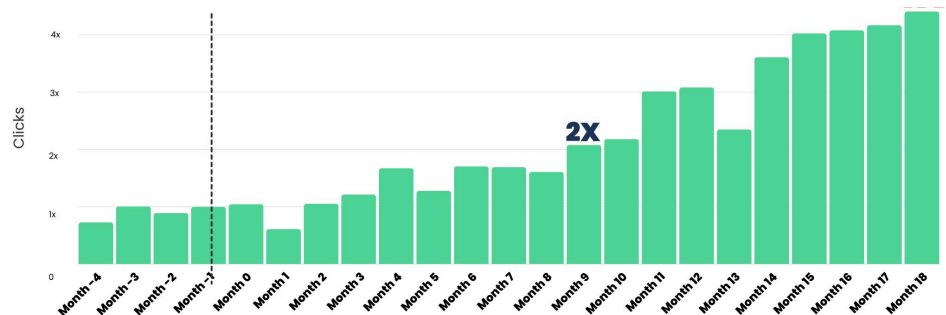
Fixed structured data errors costing traffic in Google Free Shopping results

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Quattr's AI is a game changer for harnessing the power of search engines. It was a true force-multiplier for my growth engineering team at THE YES.

- Amit Aggarwal, Co-Founder & CTO

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Results – Market Share Through Organic Authority

0 to 100K Organic Traffic

→ Grown in less than one year of partnership

Page 1 Rankings

→ Most product and category pages ranking 1 to 3

Pinterest Acquisition

→ Top rankings led to acquisition by Pinterest

Direct Revenue Lift

→ Organic growth drove revenue and app users

