

2x Non-Brand Traffic Growth

How Simplr Won Employee Experience Search with Quattr

The Challenge

Paid Traffic That Wasn't Sustainable

Simplr's growth team faced the classic B2B SaaS problem: expensive paid clicks, low organic visibility, and no scalable system for growth.

High PPC costs for HR tech terms like “employee engagement” and “intranet software”

Competitors dominating organic for key topics

Content bottleneck, stuck at four articles/month

No system to capture paid keywords organically

The Solution

Quattr's AI-Powered Organic Growth Engine

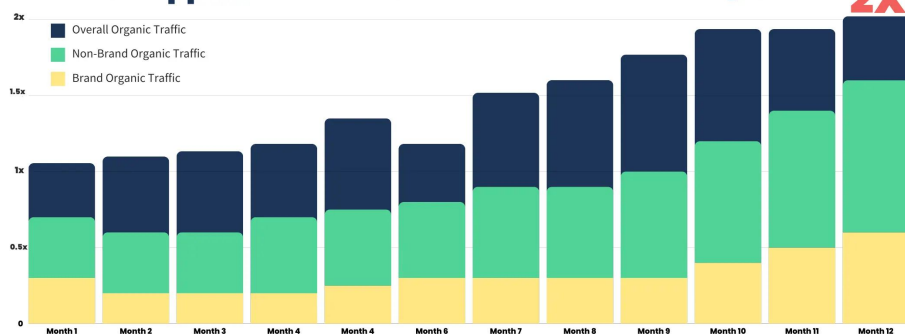
Unified dashboards that connect organic and paid keywords simultaneously to reveal opportunities.

Optimized 200+ existing pages with Quattr's guided content optimization in 3 months, closing gaps.

Automated API **connected 750+ pages** with relevant internal links **in 48 hours**, building topical authority.

Competitive insights and AI templates **scaled content from 4 to 8-10** optimized monthly articles, targeting high-value keywords.

Simplr Doubles Overall YoY Traffic with Quattr



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Previously, we published 4 new pieces of content each month. With Quattr's AI-guided content workflows, we publish 8-10 optimized articles monthly.

- Senior Manager, Digital Marketing, Simplr

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Results – Market Leadership Through Organic Authority

2X Non-Brand Organic Traffic

Year-over-year growth

25% Shift From Paid to Organic

Conversion-driving keywords captured

20% Quarterly Growth

Sustained over 6 months (beating 15% target)

#1 Organic Traffic Leader

In the employee intranet category

