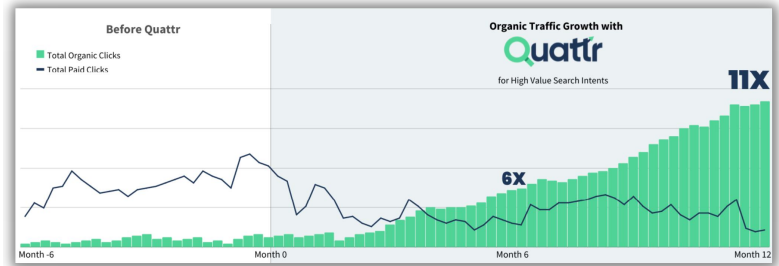


\$1M+ Saved in Paid Spend

Pocketpills Made Organic Its Primary Channel

The Challenge – Growth Through Paid

Pocketpills competed in Canada's \$42 billion online pharmacy market with paid search spend north of a million dollars a year. Rising CPCs and lagging organic traffic forced a new strategy.



Pocketpills Grew Organic Traffic 11X in One Year

The Real Issues

Paid CPCs climbing past \$100K every month

Organic share stuck on a few head terms

Paid spend siphoning resources from SEO

Tough rivals like WebMD and GoodRx ranking

The Solution – Quattr's Organic and Paid Synergy

Quattr brought Google Ads and Search Console data together to surface high-value, high-intent opportunities hidden across the pharmacy category.

Unified Data Mining

Combined paid and organic data to highlight the best ranking opportunities.

Experience Benchmarking

Compared top paid landing pages against the best organic content ranking.

Intent Gap Analysis

Scored content, experience, and discoverability the way a search engine does.

Actionable Roadmaps

Delivered precise recommendations to enhance thousands of landing pages.

Results – Organic Growth That Replaced Paid

Target Content Wins

- 6x** SEO clicks for top converting intents
- 11x** organic traffic growth in one year
- 2x** non-brand traffic in six months

Sitewide Impact

- \$1M+ saved by replacing paid conversions and clicks
- Outranked WebMD and GoodRx on thousands of pages
- Organic became the acquisition channel

