

300% Non-Brand Traffic Growth

How Kiteworks Turned
Glossary Pages into Lead
Generation Engine

The Challenge

Replacing Events With Scalable Organic Growth

When the pandemic wiped out offline events, Kiteworks lost its main lead source. Competing in crowded cybersecurity required a pivot to digital-first marketing.

Limited scale

Manual creation capped
at 5 posts/month

Low visibility

High-quality content
wasn't ranking

High competition

Rivals dominated key
cybersecurity terms

No data-driven approach

Couldn't identify high-potential
content opportunities

The Solution – Glossary-Driven Growth Engine

GSC + GA4 analysis revealed
glossary pages as **untapped
traffic** + buyer intent
goldmine

Strategic Funnel →

Glossary → how-to
content → solution briefs
→ conversion pages

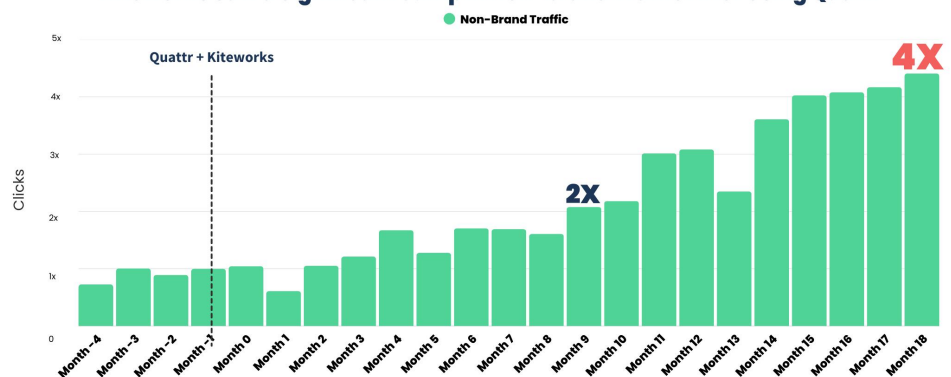
2.5X content output,
from 5 to 12+ monthly
pieces without
sacrificing quality

AI API connected **glossary
authority to solution
pages** using real queries as
anchor text

“Past SEO tools moved the
needle incrementally. Quattr's
AI-enabled model accelerated
our organic traffic growth at a
dramatically faster rate that
directly impacts our business.”

- Patrick Spencer,
VP Corporate Marketing

Kiteworks Saw a Significant Jump in Non-brand Traffic After Using Quattr



Results – Market Leadership Through Organic Authority

+300% Non-Brand Organic Traffic

→ Growth sustained
over 19 months

2.5X Content

Output → From 5
to 12+ optimized
pieces monthly

**Captured
Featured
Snippets & AI
Overviews**

Significant
**increase in demo
and “contact us”
form fills**

