



CASE STUDY

The Digital Hall increased traffic,
revenue and overall brand visibility
for a women's healthcare product.

TABLE OF CONTENT

TABLE OF CONTENT	1
OVERVIEW	3
CHALLENGES	4
SOLUTIONS	5
RESULTS	6
KEY TAKEAWAYS	9
SNAPSHOTS	10
CLIENT FEEDBACK	11
CAPABILITY STATEMENT	12



OVERVIEW

A U.S. women's health startup was founded in 2021. It focuses on new pelvic floor therapy for urinary incontinence. This therapy helps stop sudden leaks.



BACKGROUND

Industry: Women's Health – Urinary Incontinence

Business Model: Pivoted from B2C to B2B (Q1 2025)

Location: United States
Startup launched in 2021

CHALLENGES

Although the product was clearly superior in comparison to the top competitors, the brand was not winning in visibility or authority within the industry.

Target Audience

Initially, women between the ages of 18 to 99 as the target age group during the B2C era. The pivot to B2B was determined to be optimal for the brand. The determination included a new target audience, physicians within the women's health space.

Traffic

Traffic was low with low conversions and not overall relevant.

Conversion

Although the website had some conversions, the ROI was not favorable.

SOLUTIONS

Phase 1: Fixed CRO issues and improved baseline SEO

Phase 2: Scaled SEM with efficiency (CPC reduction, CTR refinement, new ad copy and builds, and optimized existing ads).

Phase 3: Introduced AEO for future-proof visibility.

Specific Actions Taken:

- SEO, CRO, Content Marketing, SEM, and AEO integration
- Revamped blog posts to improve keyword ownership
- CRO fixes for stronger website performance
- Targeted B2B strategy for sustainable growth
- **Timeline:** 1 Year

RESULTS

Our hard work paid off with a 2176% increase in website traffic, a 190% increase in ROAS, and an impressive 507% boost in conversions in just twelve months.

*The following data includes August 2023 through August 2025

- Website traffic increased by 2176.37%
- Lead/sales growth increased by 2052.14%
- CPL/CPA reduced by 98.6%
- Revenue growth: 2052.10%

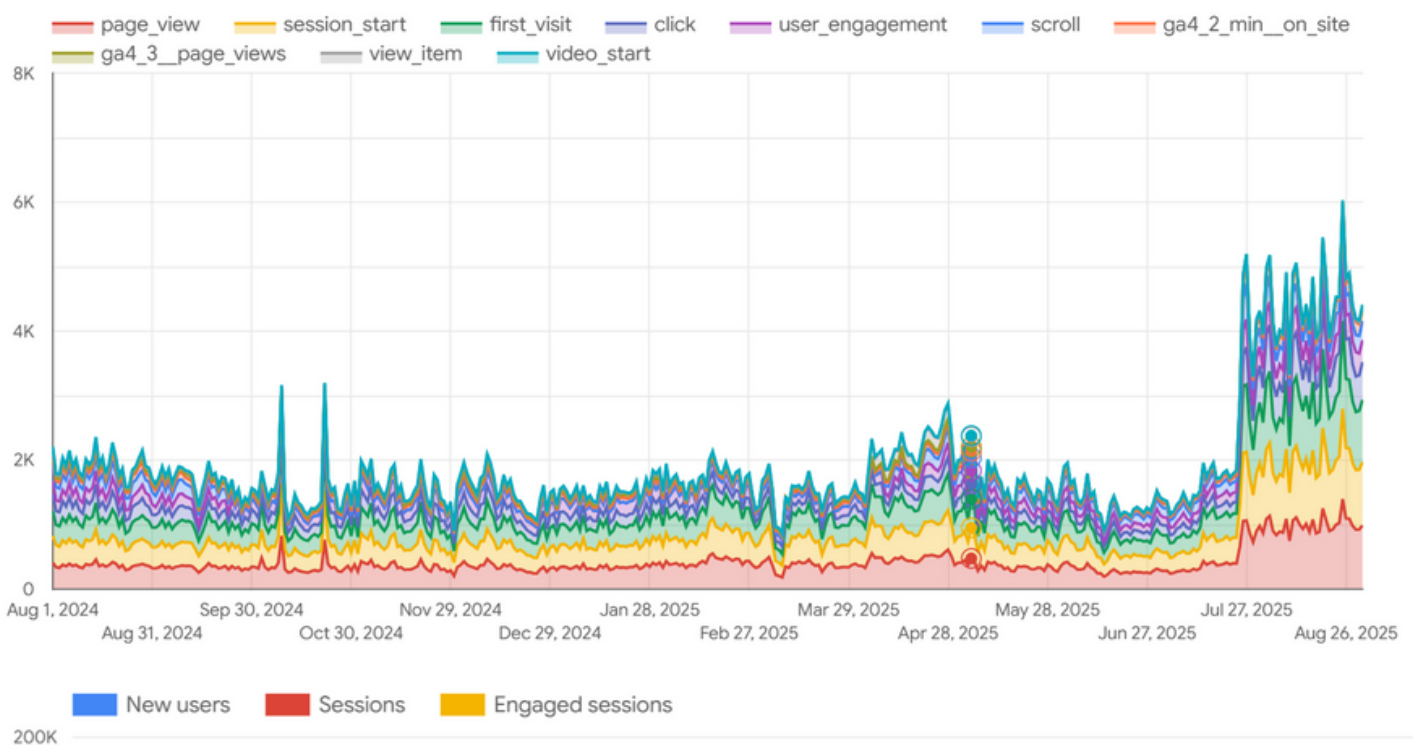


Other KPI Improvements:

- Ad Impressions +24.6%
- ROAS +190.3%
- CPC decreased from \$1.52 → \$0.77
- CTR decreased (-4.52%), but conversion quality improved
- Bounce Rate decreased by 29.7%
- Sessions increased by 2066.3%
- Purchase transactions +507.1%
- PPC cost decreased by 56.9%
- New Users +2189.8%
- Engagement Rate +12.3%

TWELVE MONTH PROGRESS

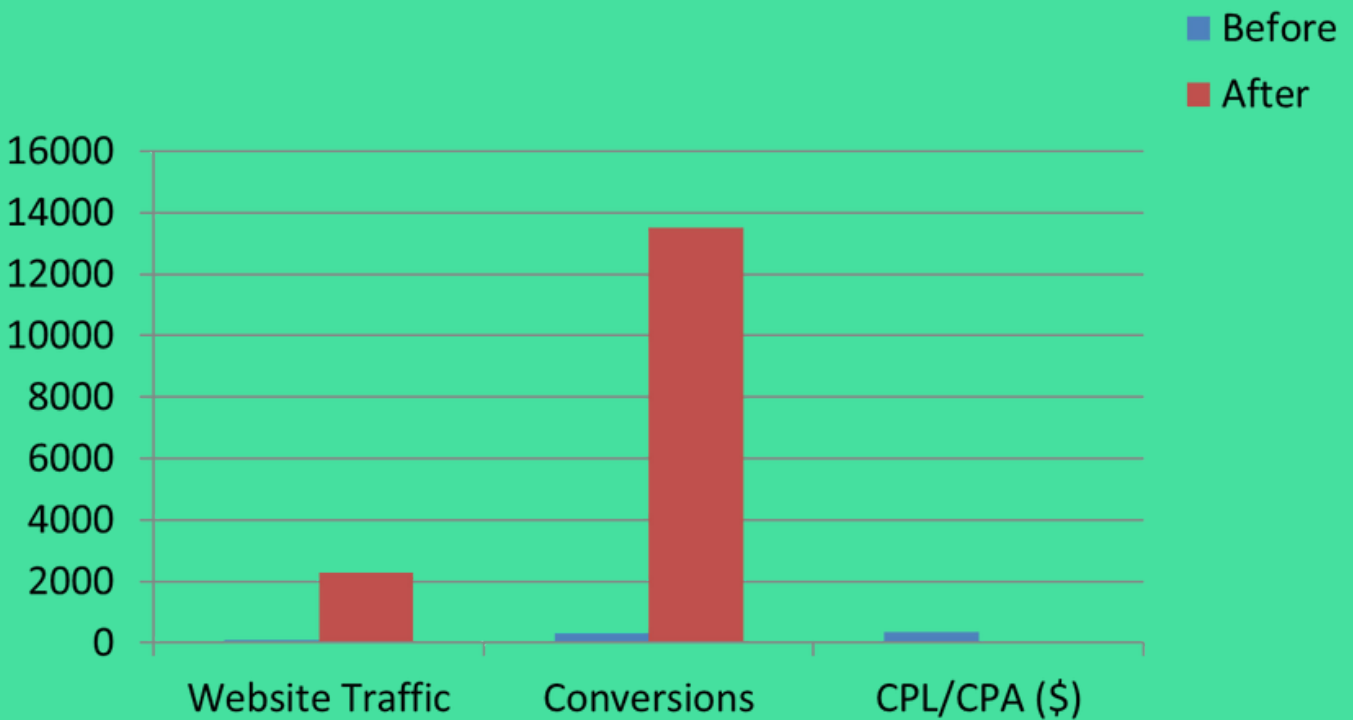
In the twelve months leading up to August 2025, the client's analytics show a clear inflection point after the launch of our integrated SEO + SEM + AEO strategy. From August 2024 to July 2025, website activity remained level, averaging ~1,500–2,000 daily events. However, beginning in late July 2025, traffic and engagement surged across all tracked events.



Proof Graph

Page views, session starts, and engaged sessions more than doubled, and new users grew by over 2000%. Importantly, this increase wasn't just traffic—engaged sessions rose in parallel, proving that we were attracting high-quality visitors who were interacting deeply with the site.

TWELVE MONTH PROGRESS CONT.



Proof Graph

Website traffic, conversions, and CPL had increases, impacting the client's overall visibility and brand authority. This translated into the brand being positioned as a leading innovator in the field of urinary incontinence. After pivoting, the brand has gained coverage in clinics, HMEs, and government agencies.

KEY TAKEAWAYS

Overall Achievements:

- Stronger brand visibility in women's health
- Successful pivot from B2C to B2B
- Achieved Google AI snippet
- Corrected website deficiencies through CRO

Lesson for Other Agencies:

- AEO and traditional SEO create powerful opportunities

We are extremely proud of this successful digital marketing plan that encompassed SEO, SEM, CRO, and AEO. The pivot to answer engine optimization proved to be a valuable decision. This case proves that adopting AEO early created a competitive edge for our client.

What's Next...

- Scaling AEO strategy as AI search evolves.
- Applying this framework to other clients/sectors.



SNAPSHOT

By pivoting from B2C to B2B and embracing AEO alongside SEO and SEM, this women's health startup cut acquisition costs by 99% and achieved 2000%+ growth in both traffic and conversions, securing its place as an emerging authority in women's healthcare."

Website Traffic: ↑ 2176%

Conversions: ↑ 2052%

CPL/CPA: ↓ 98.6%

Revenue Growth: ↑ 2052%



CLIENT FEEDBACK

Our partnership and collaboration in building a dynamic digital marketing plan, which includes conversion rate optimization, search engine optimization, PPC, and AEO, has underscored the power of balanced and analytical decision-making.

TESTIMONIAL

“You have really done a great job identifying our audience, optimizing when they convert, and most importantly, ensuring we are on our way to authority space. I've never seen such a swift progression in SEO. Impressive to say the least.”

LISA, CGO



Core Competencies

Search Engine Optimization (SEO)

1. On-page and off-page optimization
2. Technical SEO audits
3. Keyword research and analysis
4. Local SEO strategies

Conversion Rate Optimization (CRO)

1. User experience (UX) design and testing
2. A/B and multivariate testing
3. Funnel analysis and optimization
4. Landing page design and optimization

Search Engine Marketing (SEM)

1. Pay-per-click (PPC) campaign management
2. Ad copywriting and testing
3. Bid management and optimization
4. Conversion tracking and ROI analysis

Content Management

1. Content strategy development
2. Content creation and curation
3. Content management system (CMS) implementation
4. Editorial calendar planning and execution

Company Overview

The Digital Hall is a full funnel digital marketing agency specializing in SEO, SEM, CRO, and Content Management services. With over 18 years of experience in the digital marketing and ecommerce domain, we have a proven track record of delivering exceptional results for a Fortune 500 company and clients. Our expertise and innovative solutions are designed to meet the unique needs of public sector clients, ensuring maximum efficiency and impact.



Past Performance

- Successfully managed digital marketing campaigns for a Fortune 500 company, resulting in a 35%+ increase in organic traffic and a 20%+ improvement in conversion rates.
- Collaborated with multiple businesses to enhance their online presence, streamline and develop digital strategies, and optimize content for target audiences.
- Implemented comprehensive SEO and SEM strategies while managing outsourced partners, leading to a 50%+ increase in visibility and engagement.

Differentiators

- Proven Experience - Over 18 years of hands-on experience in digital marketing and ecommerce, with a strong focus on the public sector.
- Customized Solutions - Tailored strategies to meet the unique needs of employer and clients, ensuring compliance with regulations and best practices.
- Innovative Approach - Utilization of the latest technologies and methodologies to stay ahead of industry trends and deliver cutting-edge solutions.
- Results-Driven - Commitment to achieving measurable results and providing transparent reporting to demonstrate ROI.

Certifications

- Google Ads Certified
- Google Analytics Certified
- HubSpot Inbound Marketing Certified

Company Data

1. Business Size: Small Business
2. DUNS Number: **12-419-7076**
3. CAGE Code: **9NWR9**
4. NAICS Codes:
 - **541613** (Marketing Consulting Services)
 - **541810** (Advertising Agencies)

Company Name: **The Digital Hall**

Address: 1011 East Main Street, Suite 210C
Richmond, Virginia 23219

Phone: **804.857.3329**

Email: **info@TheDigitalHall.com**

Website: **www.TheDigitalHall.com**

THANK YOU!

Are you motivated by this success story?
Let us jumpstart your journey toward
outstanding results and a true partnership.



CONTACT

1011 EAST MAIN STREET
SUITE 210D
RICHMOND, VIRGINIA 23219
INFO@THEDIGITALHALL.COM
804.857.3329

