



Case study

The KYB | From Industry New Player to Market Leader with +199.95% Increase in Traffic

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The KYB

The KYB - Know Your Business is similar to Know Your Customer (KYC), but it verifies the credibility of the businesses. Prevents fraud and money laundering, partnering with suspicious and illegal enterprises. To onboard new vendors and partner with other firms, the KYB authenticates business ownership, registration details, and financial health.

KYB, a KYB compliance leader, expands to 250+ countries, empowering businesses to form AML compliant B2B partnerships.



Challenges

As The KYB is a new player in the Know Your Business industry, it faces tough competition due to a saturated market. To establish itself and generate leads, The KYB needs a strategic digital marketing approach prioritizing thought leadership and omnipresence on all social media. This will allow The KYB to build brand awareness, educate potential customers, and position itself as a trusted authority in the KYB industry.

Results

Market Pro helped The KYB to achieve the following results in 8 months.

+180%

Domain Authority

+200%

Traffic

+199.8%

Clicks

Where Does MarketPro Step in?

MarketPro assists The KYB by following different strategies:

1. Reach Potential Audience

MarketPro conducts in-depth research to reach the potential audience of The KYB by understanding the specific industries in which they can provide services.

- **Audience Segmentation**

MarketPro segments The KYB audience into different groups based on demographics, interests, and behavior, allowing them to target their marketing messages to potential audiences.

- **Targeted Campaigns**

Once The KYB has apportioned its audience, MarketPro creates targeted marketing campaigns that are delivered via email, social media, or other channels.

- **Lead Nurturing**

MarketPro nurtures leads by sending automated emails or other messages to educate potential customers about The KYB's products or services and move them closer to a lead.

2. Multi-Channel Marketing

To reach the potential audience, MarketPro implemented a multi-channel marketing strategy across different platforms, including:

- **Search Engine Marketing**

Launched targeted pay-per-click campaigns to reach firms seeking relevant keywords.

- **Content Marketing**

Crafted white papers, informative blog posts, knowledge bases, news, case studies, and infographics on onboarding best practices and business data verification.

- **Social Media Marketing**

Interact with potential clients on social media platforms by sharing industry insights and valuable content.

3. Stand Out in a Competitive Niche

- **Data-Driven Optimization**

MarketPro tracks the performance of different marketing campaigns and continuously optimizes them for efficient outcomes, ensuring it reach the potential audience.

- **Competitive Analysis**

Thoroughly analyze The KYB's competitors' strategies to recognize their weaknesses and strengths and highlight their unique value proposition.

- **Thought Leadership**

Helps The KYB to portray themselves as thought leaders by making content that displays their insights and expertise, involving industry events, webinars, relevant websites, and guest blogging.

Client Feedback



As a new player, entering the industry was tough. Fierce competition and no existing database made it difficult. However, collaborating with MarketPro changed the game, as their data-driven, multi-channel (informative content, targeted ads, and social media) and thought leadership approach led us to the potential audience.

I am seriously astonished by the results: 200% traffic surge, 180% domain authority boost, and 200% jump in traffic via clicks. Thanks to MarketPro for assisting us in standing out from the competition.

THE KYB, CEO



MarketPro

Why turn around now when you've come so far?
Let's talk if you need help in achieving your marketing goals or
simply want to learn more about what we do.