



 **CORTEX** +  **MarketMuse**

Case Study



Cortex is an AI social media and creative strategy platform which helps companies optimize their visual branding and messaging.

Companies and agencies are producing more design content than ever before. Cortex enables creatives to better understand their business impact and the performance of their work, so they know what's working, and what's not.

Some of their clients include:





The Challenge

Cortex needed a comprehensive content strategy. Their previous process was completely manual, with extensive time spent on tedious keyword research and brief building. The process was too time consuming and inefficient.

The company was also looking to scale their content production. Two blog posts per week were not cutting it to get to the PageRank they desired. With limited resources, employees and interns were making a team effort in writing the content but they needed a faster turnaround.



The Objective

- Increase authority for core business ideologies
- Create a seamless and foolproof content planning and handoff process
- Scale content creation





The Method

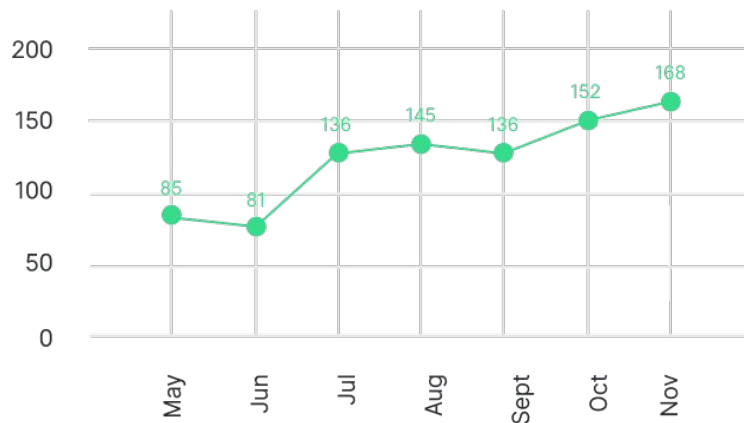
Cortex's content team starts with the MarketMuse Suite's Optimize and Compete applications. This enables them to get a better understanding of what the current competitive landscape looks like and what topics to cover that would add value.

By identifying content gaps and performing user intent research, existing content was optimized to increase comprehensiveness and build authority.



The Outcome

- 20 to 30 percent increase in leads coming through organic traffic over the course of 6 months
- Stabilized and improved lead quality
- 80% of website traffic is now from organic search
- 3x increase in domain traffic
- Blog post cadence jumped from 2 blog posts to 5 or 6 per week.



Organic Traffic Growth: **Blog**

SEMrush | meetcortex.com/blog | US | 7 Months

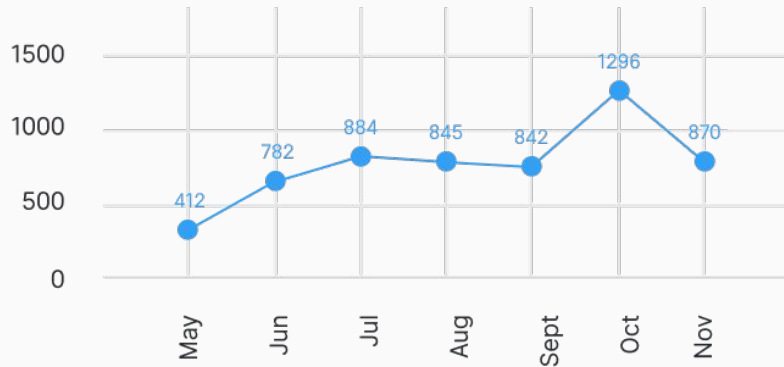


“MarketMuse was somewhat of a game changer for us. We were able to build a process and give my team the tools they needed to execute our content strategy.”

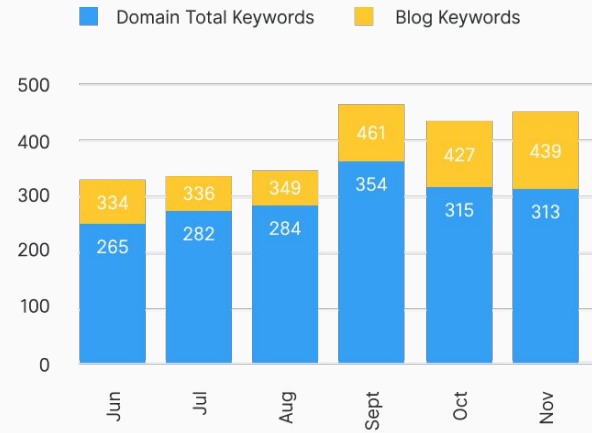
“We were able to rank super quickly. We had a piece that came out in December, and we were ranking #1 on Google two weeks later.”

“Leads tend to be more qualified (coming from organic), than they were 6 months ago.”

John Lahr - Director of Marketing at Cortex



**2018 Organic Growth Traffic
(Domain)**



Total Keyword Growth - Blog vs Domain