

E-COMM

CASE STUDY

How we helped Winedeals scale content production and improve conversion rate using a trained AI model

0.8% CTR

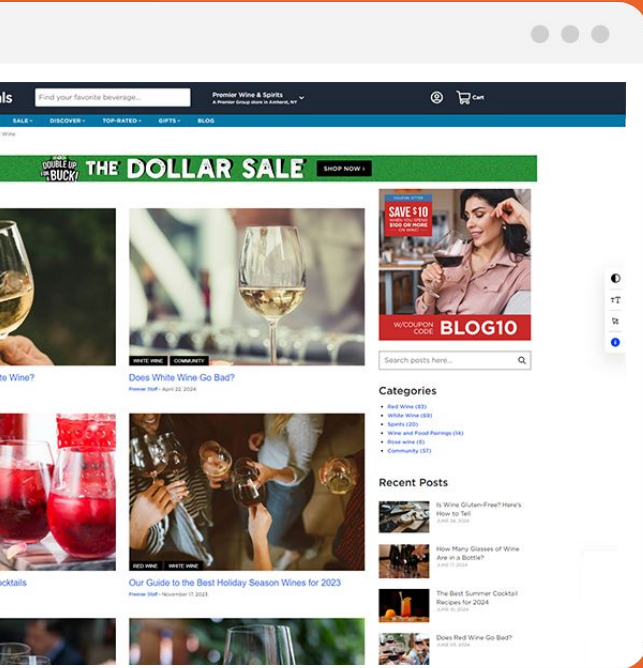
325% CTR Increase
In Just 3 Months

3.4% CTR

Click-through rate increased by 325% →

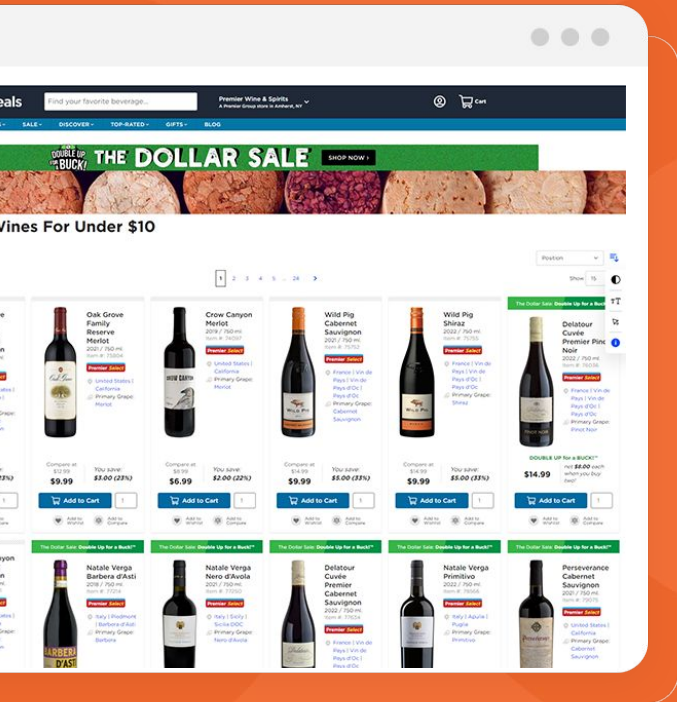
The Challenge

Existing content on the site was underperforming, with an average CTR of only 0.8%. Manually scaling content production to improve performance would be costly and require significant time to write and publish.



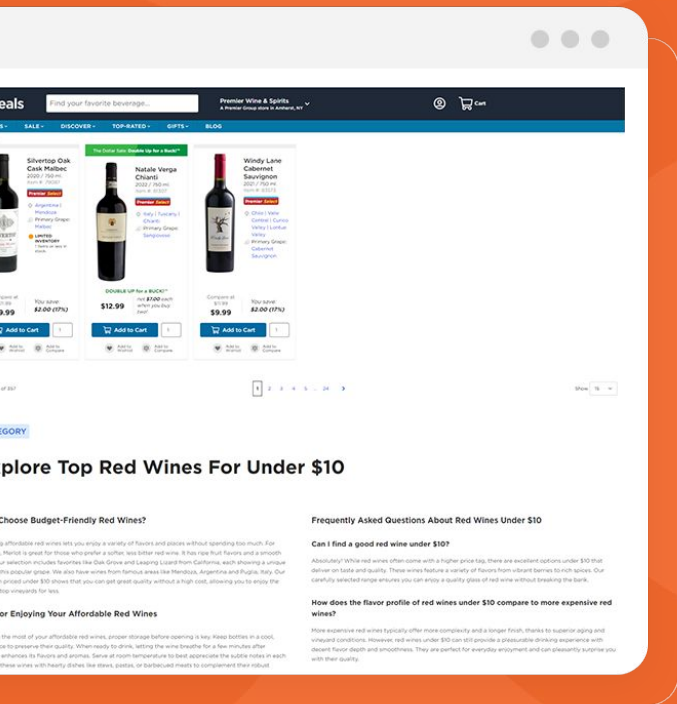
Our Goal

**Scale Content Production While
Driving More Conversions**



The Process

Using an AI model trained on the site's existing content, we scaled content production programmatically. We successfully created 200 new pages, each with high purchase intent rather than taking their historical informative content approach. Apart from the initial set up, each page was set up to require little to no human editing or additional work.



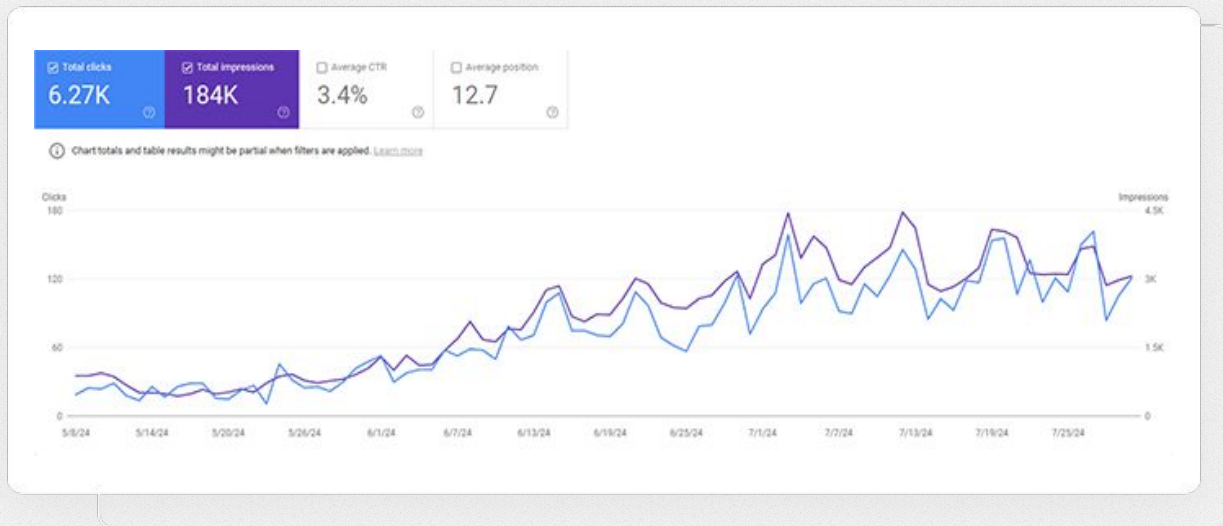
The Process

The pSEO topic we targeted was “Best [Wine Type] Under [Price Point]”

Each page featured dynamically inserted product listings, along with AI-generated copy to support it, including FAQs and general information about the wine type and price point.

The Results

3 months after publishing these pages:



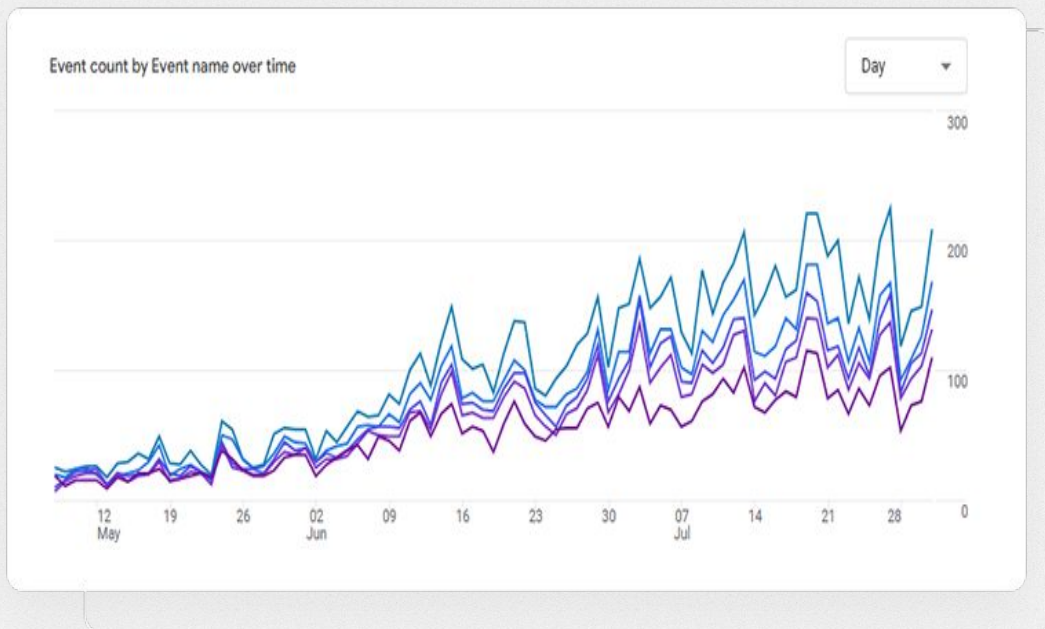
6,300 clicks, 184,000 impressions

previous average of 3.4k and 100k



3.4% click-through rate
site average is 0.8%

The Results



1,123 new keywords

445 of these are in positions 1 - 10

111 of these are in positions 1 - 3



Average engagement time of 40 seconds per session



105 product cart adds, 155 cart views

currently averaging about 75 cart adds per month, and 94 cart views



Thank You

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**Driving Innovative Marketing
for Great Companies**

If you want to achieve the same results feel free to get in touch with SingleGrain.



CASE STUDY

How we helped Winedeals scale quality content and improve CTR using a trained AI model.

We wanted to produce more content for the site, but scaling is costly and requires more resources. The site was receiving lots of traffic, especially to the blog, but we wanted to drive more conversions.

Using an AI model trained on the site's existing content, we were able to scale content production programmatically. We successfully created 200 new pages, each with high purchase intent. Each page featured dynamically inserted product listings, along with AI-generated copy to support it

Just 3 months after publishing these pages:

6.3K Clicks

currently averaging about 3.4k

184K Impressions

currently averaging about 100k

1,123 New Keywords

~40% in Top 10
~10% in Top 3

105 Product Cart Adds

currently averaging about 75

