

PAYMENTWORKS CASE STUDY

Driving Pipeline Growth with SEO & Content Marketing for PaymentWorks

THE CHALLENGE

PaymentWorks, a vendor onboarding and business identity management platform, needed to increase visibility, strengthen thought leadership, and drive pipeline growth. Despite its mission-critical solution, it faced:

- Limited organic visibility for high-intent search terms
- Underdeveloped SEO and content infrastructure
- Minimal traction in thought leadership and social channels
- Difficulty tying content efforts to revenue

SOLUTION

Digital Authority + Pipeline Growth

Content Rewired launched a comprehensive content marketing program with SEO at its core:

- **SEO & Content Architecture:** Built pillar pages, optimized for high-value keywords like vendor verification and vendor onboarding system, and expanded long-form, intent-driven content.
- **Thought Leadership & Blogs:** Consistent publishing on industry trends, risks, and solutions, plus case studies to support sales.
- **Email & Social Amplification:** Nurture campaigns and channel management to keep PaymentWorks top of mind.

THE RESULTS

Within two years, PaymentWorks achieved transformative growth:

- **ORGANIC VISIBILITY:** Traffic doubled from 8,519 (Sep 2023) to 17,175 sessions (Jul 2025). Achieved #1 rankings for vendor verification and vendor onboarding system, plus top-10 positions for related high-intent terms. Featured snippets more than doubled (121 → 302).
- **PIPELINE & REVENUE:** Inbound-sourced deals now account for 8% of 2025 YTD revenue and 20% of active pipeline. Inbound leads grew 192% YoY, with nine closed deals worth \$560K between Jan–Sep 2025.

"I can directly attribute the unprecedented growth in our inbound pipeline to work produced by Content Rewired. Armed with a specific plan that brought incremental interest over time, the collective result is now a flood of opportunity for PaymentWorks."

—Angela Sarno, VP of Marketing, PaymentWorks



IMPACT

Content Rewired launched a comprehensive content marketing program with SEO at its core:

- **Went from limited visibility to category leader for vendor onboarding terms**
- **Evolved from modest inbound contribution to six-figure deals influencing revenue**
- **Built a sustainable, multi-channel content ecosystem that educates, engages, and converts**

The transformation underscores the agency's core belief: when content is executed strategically across channels, it drives real growth.