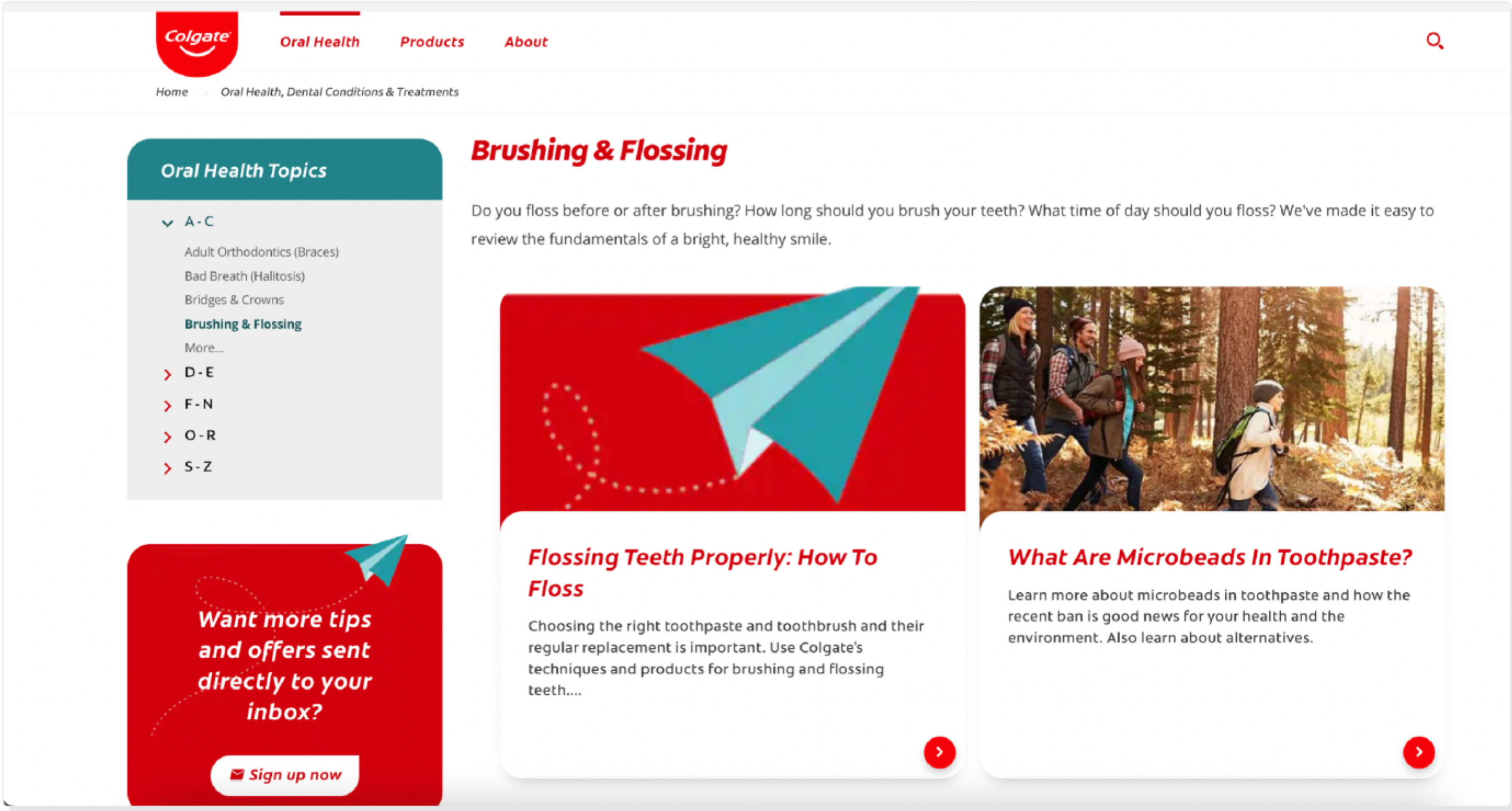


Helped a CPG Giant Establish the #1 Digital Oral Health Experience in the World

We helped Colgate dominate as the dental health authority online with Colgate Oral Care Center, rapidly surpassing key competitors in the market.



Expert-led, multimedia content addressed consumer questions on oral health from A to Z, propelling the brand to #1 in search within two years.

Results

30M

Annual organic search traffic

\$75.6M

In traffic to oral care products

5X

Higher conversion rate than any other traffic source