



J.D. POWER

Refreshing Content To Delight Audiences

Looking to launch a new version of a perennially popular list of car brand rankings, J.D. Power realized past rankings had lacked engaging content. Wpromote and J.D. Power saw ample opportunities to create fun and educational content that would draw in new and pre-existing customers. After an initial consultation, fresh content was developed and existing pages were vastly improved. Partnership placements amplified the brand, reaching even broader audiences.

218%

INCREASE IN TRAFFIC YoY

10%

LIFT IN PAGE 1 RANKING KEYWORDS QoQ