

August 21, 2025

Q2 2025 Quarterly Business Review

Powered by Search



powered by search

Agenda:

1. Q2 2025 Performance Summary
2. Paid Media
3. Organic Search
4. What's Next

Q2 2025 Performance Summary

Q2 2025 Executive Summary

- "" visibility continues to strengthen, with the keyword "" now maintaining a rank within the top 3-5 positions.
- LLM sessions grew 324.8% to 684 in Q2 2025, driven by new AEO initiatives, AI Share Button adoption, and informative content built using the PBS Raise framework.
- Paid Search qualified opps doubled QoQ, and Q2 accounted for 57% of all qualified opps from the last 12 months.

Pipeline Generated (Paid + Organic)

Qualified Pipeline

██████████

Qualified Leads

21

Meetings Set

40

Ready to Work

205

Paid Media Performance

Where We Are: Paid Media

- Qualified opportunities grew **2x QoQ**, and meetings set grew **4x**. This came on the back of improved landing page experience, negative KW optimization, and structural refinements.
- Qualified pipeline, while likely to grow and coming in above break-even, **decreased by nearly 80% QoQ** as a result of lower ACVs.
- Display accounted for 76 RTWs, but no further pipeline value.

Key Takeaway: It's crucial we assess Q3 strategy from a value-forward standpoint. This means identifying what's missing for ToFu value, solidifying our understanding of LTV and ROI, and gaining granular insight into specific QP-generating efforts.

Pipeline Generated from Paid

Qualified Pipeline

[REDACTED]

Qualified

4

Meetings Set

8

Ready to Work

98

Wins

Branded Impression Share

- Our ongoing work to improve branded impression share and defend from competitors culminated in a recent impression share peak of 77%. While this will be an ongoing process with lots of variance, our budgetary and bid changes have proven a successful tactic against which to operate.
- This tangentially led to the formation of a newly improved competitor takedown campaign, which will launch this quarter.

Volume and Conversion Improvements

- Despite gaps in the details for last quarter, our drastic improvements in volume coincided with landing page updates.
- This is a strong indication that our new template is working, and a strong foundation from which to optimize and observe.

Gartner VOC

- We had at least 1 lead generated from the Gartner campaign, which became a touchpoint for an open opportunity.

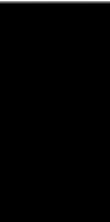
Challenges

Granularity and Data Reliability

- Because of lapses in reporting, and minimal campaign-level data prior to late July, we lacked optimization agility that informed where value was coming from, and where it wasn't.
- This quarter, we'll be able to reliably make use of our improvements, and hopefully drill even further down with things like creative and keyword-level data.

ACV and General Pipeline Performance

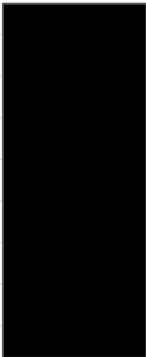
- Despite significant volume improvements, ACV on our qualified opps was much lower.
- We also saw unusually low pipeline conversion rates, especially considering how brand-heavy our results were.

Total Ready to Work		Total Working		Total Meeting Set		Total Meeting Held		Total Qualified Pipeline		Total Won		Total
7		7		7		7		7		0		0
	t	Ready to Work Date	Lifecycle: Created Date	Opportunity New ARR	Lifecycle: Lifecycle Name							
1		12/9/2024, 6:51 AM	12/9/2024		202412-32510							
2		2/24/2025, 8:17 PM	2/24/2025		202502-55618							
3		4/24/2025, 9:20 AM	4/24/2025		202504-73888							
4		6/2/2025, 8:19 AM	6/2/2025		202506-79504							
5		6/26/2025, 4:13 PM	6/26/2025		202506-82356							
6		6/27/2025, 11:03 AM	6/27/2025		202506-82797							
7		6/13/2025, 7:04 AM	6/13/2025		202506-80966							
8				\$753,700.00								

Competitive Insights

Competitor Insights

- Despite heavy spend on the general phrase match "", we still maintained nearly 50% impression share on they keyword set, nearly 2x or more than any other companies in the top 5.
- We reached a strong 2nd place in terms of top of page rate, particularly against competitors with less impression share that are clearly prioritizing smaller keyword sets and spending less to be as prominent as possible.

Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
You	48.99%	—	—	80.90%	38.46%	—
	25.71%	29.45%	52.31%	80.20%	28.35%	41.44%
	23.88%	30.30%	37.71%	66.77%	21.40%	43.39%
	23.61%	32.70%	20.46%	51.73%	8.20%	45.71%
	21.99%	22.29%	72.76%	95.10%	61.35%	41.04%
	19.95%	22.23%	48.29%	75.41%	21.44%	43.73%
	18.91%	22.67%	27.66%	61.90%	9.95%	45.91%
	18.14%	20.43%	38.16%	72.68%	20.51%	45.17%
	16.36%	17.05%	37.34%	72.60%	13.51%	45.87%
	11.59%	12.89%	47.02%	76.41%	25.97%	46.02%

Organic Search Performance

Where We Are: Organic Search

- Organic users grew 62% to 22,110 this quarter, up from 13,607 in Q2 2024. This growth includes 19,082 new visitors and 5,215 returning users—a mix that offers valuable insights for optimizing our conversion funnel and tailoring experiences for different user segments
- "" visibility continues to strengthen, with the "" keyword now secured in the top 4 positions—a ranking we're focused on maintaining and potentially improving
- Average engagement time per organic user is now 1m 26s, representing a +174% increase from 31 seconds in the previous period.

Pipeline Generated from Organic

Qualified Pipeline



Qualified Leads

17

Meetings Set

32

Ready to Work

107

How did we get here?

How Our Strategy Translated into Results

Our Q2 efforts focused on two primary growth levers: geographic expansion through targeted EMEA/UK compliance content and topical authority building via specialized assets. These initiatives, combined with strategic PR outreach and AEO optimization, directly supported our organic traffic growth and keyword ranking improvements.

- **EMEA & UK Compliance Content**
 - *Wrote key regional assets to support expansion into UK and EMEA markets.*
- **"" Content Creation**
 - *Developed multiple ""-focused assets to build topical authority*
- **"" Coverage**
 - *Strengthened presence across "" topics through glossary and blog content*
- **Content Planning & Coordination:** *Created the "" to consolidate cross-functional content priorities and align execution across teams.*
- **Launched initial AEO initiatives:**
 - Implementing the AI Share Button
 - Distributing the Internal Prompting Campaign Playbook to improve visibility on AI-generated search platforms
- **DPR Content Promotion:** *Acquired 37 high-quality backlinks to optimized key pages to boost organic traffic.*

Stronger SEO, Smarter Content: +132% Organic Traffic YoY

Driven by targeted SEO wins across high-intent, bottom-of-funnel content

In Q2, we've generated 41,901 organic sessions, a **132% increase compared to Q2 2024**.

This surge to 41,901 sessions in Q2 2025 reflects the impact of ongoing SEO efforts — including sharper keyword targeting, expanded bottom-of-funnel content, and greater visibility on high-intent search queries.



41,901 Organic Sessions
(+132% YoY)

324% Growth in LLM Sessions Tied to AEO Initiatives

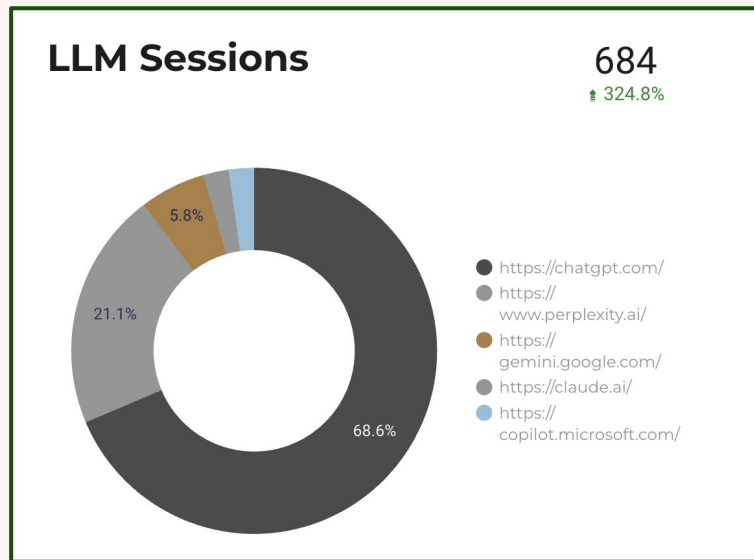
Increase in sessions from LLM platforms — early signs that AEO efforts are boosting visibility.

In Q2, we generated 684 LLM sessions — a +324% increase over Q1 — driven by the launch of Answer Engine Optimization (AEO) efforts.

This growth reflects:

- Implementation of the AI Share Button
- Creation of more information-based content
- Application of the PBS Raise framework to boost discoverability and engagement across AI-powered search platforms

684 LLM Sessions
(+324% QoQ)



Top 3 Ranking for ""

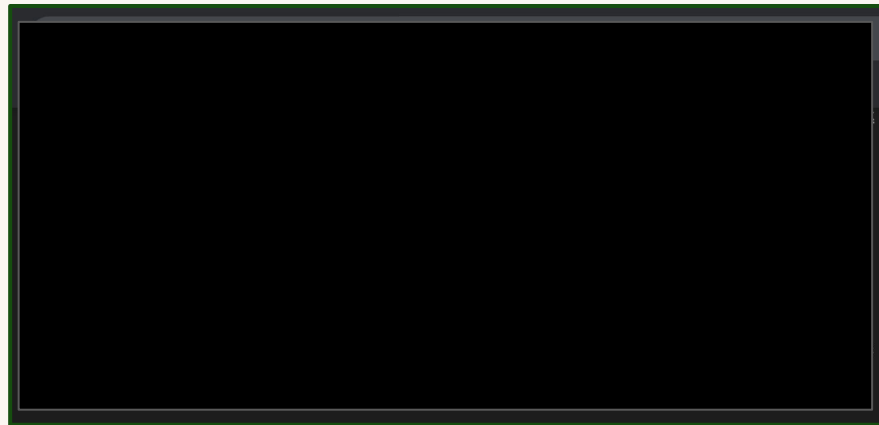
In Q2 2025, Client achieved a top 3 organic ranking for "". This breakthrough positions Client ahead of major competitors for purchase-intent searches.

How We Achieved This:

- Targeted backlinking campaign from authoritative cybersecurity publications
- ""-focused content strategy building comprehensive topical authority
- Optimized internal linking architecture to strengthen page authority
- Successfully executed timeline milestones outlined in the action plan [\(reference presentation\)](#)

Next Steps to Dominate:

- Expand "" content hub with solution-specific landing blogs
- Optimize for Answer Engine Optimization (AEO) to capture AI search traffic
- Create "" use case content targeting industry-specific searches



Client holds the #2 position, as of August 5th.

Top 3
Position for ""
3,400 monthly searches

Digital PR Fuels "" Ranking and Impression Gains QoQ

37 new backlinks drove meaningful visibility lifts for high-intent "" terms.

- We acquired [37 high-quality backlinks](#) in Q2 to support two key "" pages:

- 27 to /""
- 10 to /""

- These efforts contributed to:

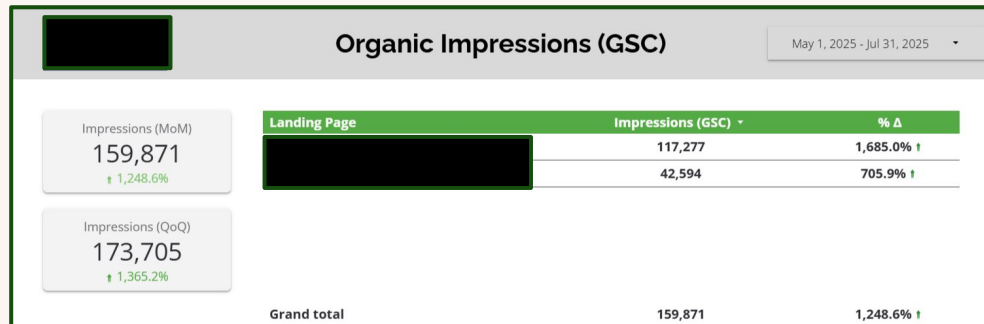
- **+173K impressions QoQ** across ""-related queries
- major ranking gains for high-value keywords:

- /"":

- "" is on position 3
- "" is on position 3
- "" is on position 4

- /"":

- "" on position 9
- "" on position 12

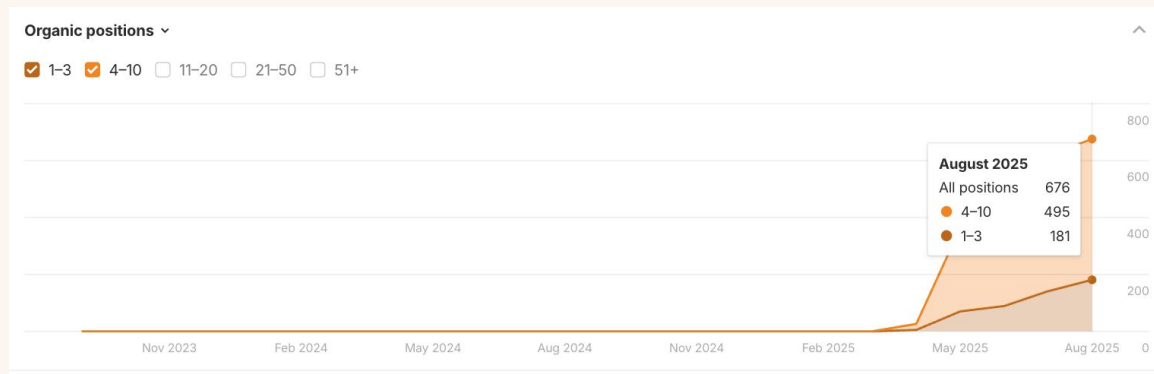


Organic Keyword Trends

Win: Consistent Growth in Non-Branded Organic Visibility

This upward trend is fueled by ongoing SEO enhancements, strategic keyword targeting, and the publication of high-value content tailored to your audience and key industry search behaviors.

181 Keywords in Top 3, Up from 112 Last Quarter



Organic visibility has seen a sharp and sustained climb over the past quarter, with 676 keywords now ranking in the top 10 positions as of August 2025 — including 181 in positions 1–3, up from 112 last quarter. This growth reflects a significant boost in non-branded search performance, driven by high-intent, solution-focused keywords that extend beyond brand.

☆ Success Stories

Win: New and improved organic rankings for strategic bottom of funnel keywords KWs

Many of these keywords are marked as 'new' because they're ranking for the first time under the then.com domain.

24 keywords		31 Jul 2025	Compare with: 30 Apr 2025	Filters
☐ Keyword	Volume	Position	Change	
☐ ✓	900	2		
☐ ✓	350	10 → 3	▲7	
☐ ✓	100	69 → 3	▲66	
☐ ✓	150	77 → 4	▲73	
☐ +	50	× → 4	New	
☐ ✓	350	× → 5	New	
☐ ✓	40	× → 5	New	
☐ ✓	150	× → 6	New	
☐ +	70	× → 6	New	
☐ ✓	100	× → 7	New	
☐ ✓	150	× → 7	New	
☐ ✓	4.4K	10 → 8	▲2	
☐ ✓	150	14 → 9	▲5	
☐ +	30	× → 9	New	
☐ +	40	× → 10	New	
☐ +	700	× → 10	New	
☐ +	100	× → 11	New	
☐ +	100	× → 11	New	
☐ +	150	× → 11	New	
☐ +	90	× → 12	New	
☐ ✓	100	× → 13	New	
☐ +	50	× → 13	New	
☐ ✓	150	90 → 14	▲76	

What's Next



Opportunity

How We'll Win in Q3

NSM: 30 (SEO) + 10 (Paid)
Meetings Set

- **Strengthen Topical Authority** – We'll build "" topic clusters with targeted blog content, expand into "" and AI-focused topics to capture more high-intent traffic, and optimize internal linking to support priority pages. We'll also diversify our anchor text profile by adding 20–30% branded anchors and balancing exact and partial match anchors to mirror top performers.
- **Implement CRO testing to improve lead quality** – We'll deploy Microsoft Clarity for enhanced user behavior analytics and run systematic conversion rate optimization tests to identify friction points and optimize the lead generation funnel for higher-quality prospects.
- **Aggressively Optimize for Higher Conversion Rates** – Leveraging our new landing page templates and validated, specific campaign-level data, we'll run a series of tests that tell us exactly what's converting, where we've got waste, and where we're seeing improvements.
- **Proactively Corner the Emerging AI Market** – Through both Search and Demand Gen, we'll stay ahead of the curve by targeting people looking for AI-related cybersecurity topics and terms, specific solutions like "", and more to monopolize the emerging demand.
- **Increase "" Market Share** – We'll launch targeted "" campaigns based on regional keyword and audience research, localize content for "" as the first priority while supporting "" and "" pages, and activate ABM campaigns on LinkedIn to capture demand from target accounts.

On the paid side, we'll scale our revamped and net new campaigns into the "", alongside more robust ToFu and retargeting efforts, to more thoroughly penetrate the market.



1. Test-to-Baseline Optimizations

Paid Media

Context

The fundamental strategy and behavior of our account is about to change all at once as we expand existing campaigns, build new ones, and enter the "" market in earnest. This means more opportunities, more data, and more pipeline. It also means re-learning.

Objective

Use Q3 as an opportunity to aggressively test, observe, pivot, and double down, with a strategic emphasis on time-to-significance so that we can set new baselines and grow rapidly. This will help us increase the velocity of demos, and therefore pipeline, from BoFu and MoFu search campaigns.

Key Drivers

-  Landing page testing and iteration
-  Negative keyword optimization
-  Keyword pruning
-  SQR mining
-  Creative optimization



2. Deep Dive the Top of Our Funnel

Paid Media

Context

We have excellent content, messaging, and creatives. Our audiences are built on a sound foundation of best practices and data. However, ToFu remains a high-opportunity area for increasing value.

Objective

Expand, refine, and more deeply integrate our ToFu efforts with the buyer journey to generate more direct and peripheral pipeline value. This will help enhance awareness further, but more importantly, convert more pipeline value both directly and with tangential touchpoints.

Key Drivers

-  Test new audiences
-  Audit and analyze the pipeline behaviors of ToFu-generated leads
-  Build supplemental nurture and retargeting segments
-  Cycle in new magnets and CTAs
-  Test adjustments and segmentation like device, audience, demographic, etc.



3. Defense and Offense

Paid Media

Context

We've gained a lot of ground, and will continue to, in terms of defending conquering efforts, but we'll look to fortify our brand further while positioning ourselves to snipe value along the way.

Objective

Make our brand terms uncomfortable to bid on, while aggressively blanketing competitor prospects with competing messaging. This will mitigate prospects lost to aggressive competitors, disincentivize their strategies, and contribute more direct demos and opportunities to our own pipeline.

Key Drivers



Test a variety of value props in ad copy to define our edge in paid



Continue expanding into key direct auction competitors' terms



Maintain current approach to bids and budget with Brand



Expand additional competitor-only ToFu and awareness



Future-Forward

Q3 Forecast

Paid Media

	Realistic			Notes
	Search	Display	All Channels	
Spend				Spend is deflated to account for the fact that expansion campaigns haven't gone live. Our goal will be to use as much spend as we can as wisely as possible, but we're assuming much of it may go unused.
Clicks				
CPC				
Campaign Members				Baseline platform KPIs + Campaign Members use data from 6/1-date as an average.
Cost/CM				Display conversion rates are not actually 0, but represent a significantly smaller number because of the high volume and cheap CPC associated with YT. We used cost/CM to calculate that rather than conversion rate.
Conv. Rate				
RTW				RTW, Meetings Set, Qualified, and Qualified Pipeline use a variety of lookback windows to find the most relevant data for each stage, while also accounting for skew and sales cycle. RTW uses a longer lookback for sample size, whereas Meetings Set uses this fiscal year to account for the improvements we've seen compared to last year.
RTW %				
Meetings Set				
Meetings Set %				Different forecast versions are calculated based on projected pipeline output. Realistic uses a pure average ACV for QP of this fiscal year (\$124.9k). Optimistic uses the same, but includes the QP of an opportunity that's yet to progress, but is still currently reflected in the PBS Dash (\$171.4k). Conservative uses only confirmed QP from the last FQ (average \$29.9k), as ACV has trended downward. While we don't suspect these will be sustained trends zoomed out, if the higher ACVs are outliers, or simply don't come often, we may see quarters that appear to be negative ROI.
Qualified				
Qualified %				
Pipeline				
ROI				

Thank You