

Reach the people already searching for you.

Every day, buyers tell Google exactly what they want. We capture that search activity, paid and organic, turn it into real prospects, and keep your brand in front of them until they buy.

TWO WAYS IN

SEARCH INTENT CAPTURE

Find buyers who haven't found you yet

Live Google search activity in your category, matched to real people in your markets before they ever reach your site.

ORGANIC SEARCH

Win the click, then keep the visitor

Search-optimized landing pages built for the same high-intent searches. Every organic visitor is tagged and enters retargeting.

THE ENGINE, STEP BY STEP

1

Curate active searches

Live searches tied to your products and the organic terms worth ranking for.

2

Turn searches into prospects

Search activity matched to real, reachable people in your markets.

3

Build audiences by intent

Prospects grouped by what they searched, each with its own message.

4

Serve targeted ads

Facebook, Instagram and display ads on the sites prospects already visit.

5

Retarget every visitor

Paid and organic visitors who leave are followed on social and the web.

6

Measure and refine

Monthly reporting with match-back analysis so you see exactly what worked.

THE INVESTMENT

\$4,000 to \$5,000

Monthly media investment

20,000 to 30,000

In-market prospects reached each month

TARGETED DIGITAL CAMPAIGNS, MEASURED

HOME IMPROVEMENT

National Home Retailer

1,065%

Return on ad spend, \$1.93M incremental sales

RESTAURANT

Buffalo Wild Wings

+35%

More likely to visit, peak CTR 2.6x industry

SPORTS

University of North Carolina

2,609%

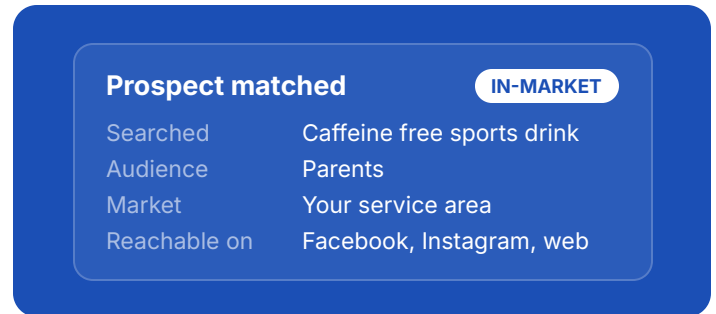
Return on ad spend, 39% more likely to renew

From a single search to a new customer

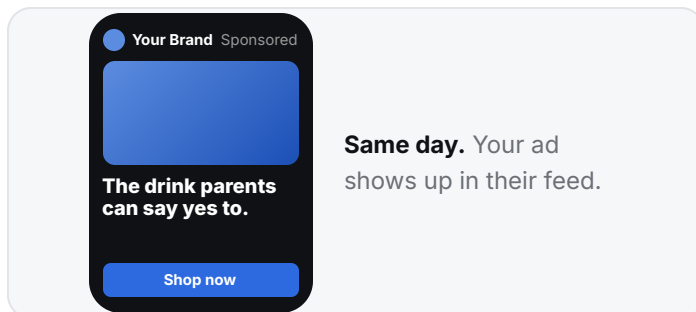
How one buyer moves through the Retargeting Engine.



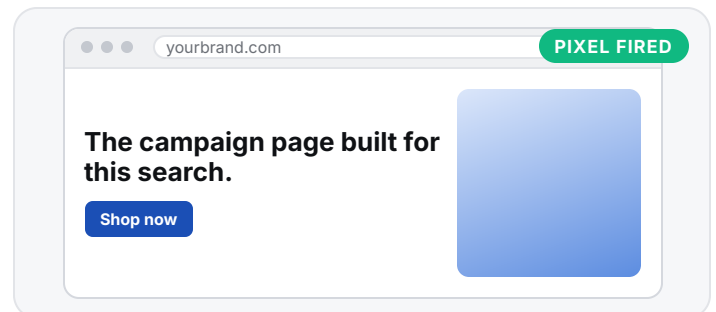
- 1 The search**
A shopper searches Google. Whether they click your organic listing or not, the search is captured.



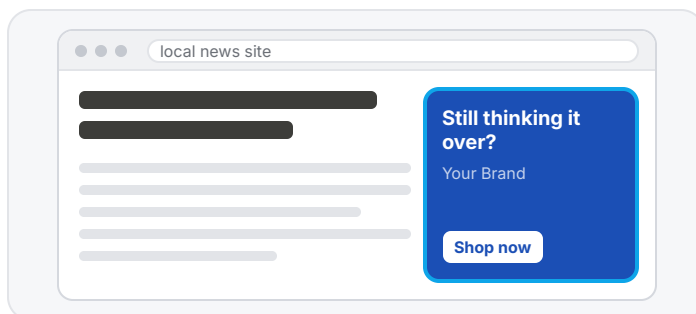
- 2 The match**
Enrichify matches the search to a reachable person and places them in the right audience.



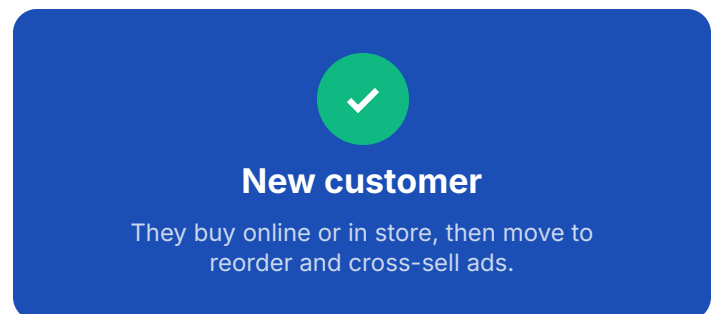
- 3 The ad**
Before they settle on another brand, yours is the answer they see on social.



- 4 The visit**
They land on your campaign page. The pixel tags them, then they leave without buying.



- 5 The follow-up**
Over the next days, your ads follow them on the sites and apps they already use.



- 6 The customer**
One search becomes one sale, and the engine repeats it across every prospect.

\$4K to \$5K

monthly media investment

20K to 30K

in-market prospects per month

Paid + organic

every searcher followed to the sale