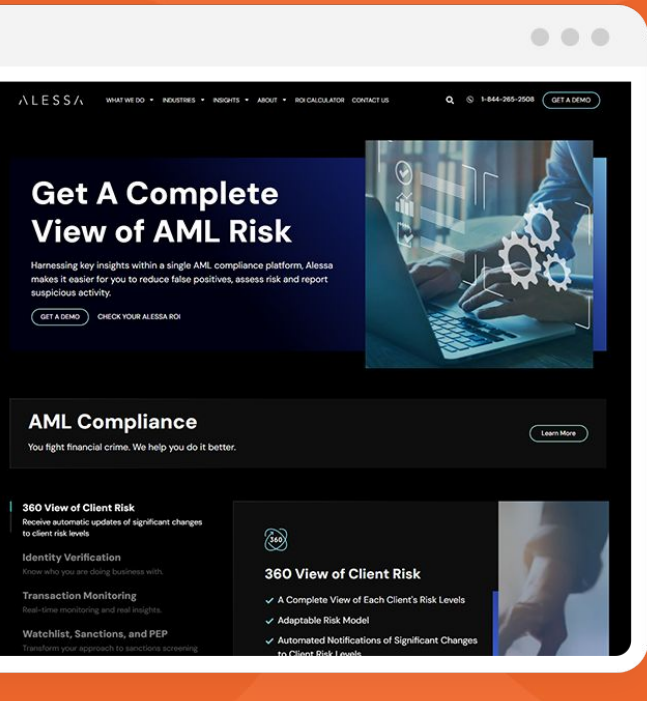


# Increasing Organic Lead Flow by 600+% for Alessa using AI-Generated Content

CASE STUDY | SAAS





# The Challenge

**Single Grain was tasked with increasing organic lead flow for Alessa, targeting a narrow audience in the AML niche.**

**Alessa serves various industries, making it difficult to efficiently publish relevant, human-written content for each industry and AML solution type.**

# Our Goal

**Increase organic lead flow through an AI-assisted content strategy that utilizes a custom trained AI model**

# Building the AI model

## 1. Collect Service Content:

Gather existing information about the company's services from their own website using an AI.

## 2. Collects Industry Content:

Collect content about different industries from the company's own materials.

## 3. AI Learns from Their Content:

The AI trains itself using the company's existing service and industry content.

## 4. Pairs Services with Industries:

It creates combinations by pairing each service with relevant industries.

## 5. Generates New Content:

For each pair, the AI writes new content that combines the service with the industry, based on what it learned.

## 6. Ensures Readability:

The AI adjusts the writing to make sure it's clear and easy to understand.



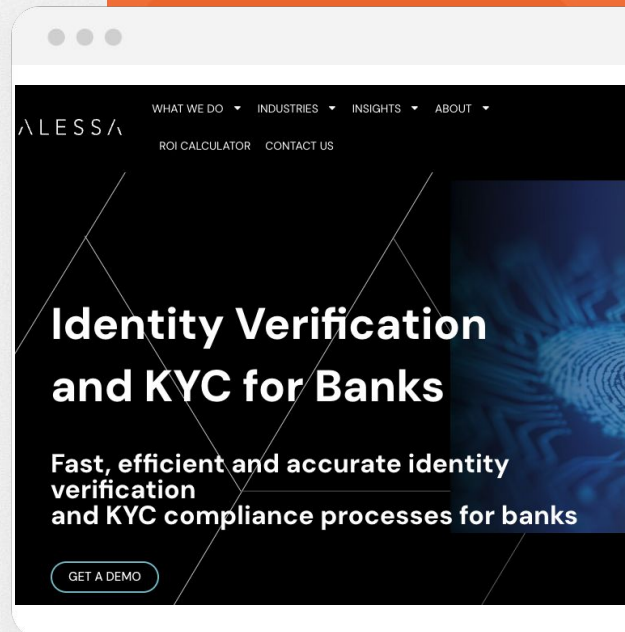
# The Results

We programmatically generated **30+ AML Solutions pages**

The new pSEO solutions pages were published under the /solutions subfolder, which previously (early 2024) generated only about **1 - 2 contact us form fills**.

We now average **11 form fills per month**, indicated a **600% increase**.

Example pSEO page



# Thank You

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for Great Companies

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SingleGrain.



ALESSA



CASE STUDY

SAAS

# Increasing Organic Lead Flow for Alessa with Programmatically Generated Pages

Single Grain was tasked with increasing organic lead flow for Alessa, targeting a narrow audience in the AML niche. Alessa serves various industries, making it difficult to efficiently publish relevant, human-written content for each industry and AML solution type.

We programmatically generated 30+ AML Solutions by industry landing pages via AI. These were built with an AI model trained on Alessa's solutions and background.

The new pSEO solutions pages were published under the /solutions subfolder, which previously (early 2024) generated only about 1 - 2 contact us form fills. Now, we're averaging 11 form fills per month. These pSEO pages were gradually published throughout 2024, starting in Jan or Feb.

**30+**

landing pages  
generated

**600%+**

average increase in  
contact form fills

