

Takeads powers Semrush: flexible strategies drive 3.7% conversion rate and revenue growth

Overview

Semrush partnered with Takeads to enhance its digital marketing outcomes with a flexible and data-driven approach. The duo worked together on implementing strategies aligned with Semrush's objectives.

Challenge

Takeads delivered targeted traffic solutions tailored to Semrush's goals and rewarded top-performing placements. Real-time collaboration and transparent monthly reporting ensured impactful, data-driven campaign optimization.

Solution

The partnership achieved boosted conversion rates from 3.2% to 3.7% — significantly driving revenue. These results solidified Takeads as a trusted partner for Semrush's long-term growth initiatives.



Olga Leonteva
Senior Operations
Manager, Semrush

“At Semrush, we take a personalized approach to building partnerships that align with our commitment to data-driven strategies and transparency. Our collaboration with TakeAds has been a prime example of how open communication and a shared commitment can drive exceptional results. Transparency uncovers hidden opportunities to elevate the partnership and often fosters innovative ideas that benefit all parties involved.”

About the companies

Takeads

Takeads is a unified platform for monetizing your commerce content and audience. Learn more at [Takeads.com](https://takeads.com).

Semrush

Semrush is the go-to platform for managing online visibility and accelerating digital growth. Learn about [Semrush's affiliate program](#).

The results speak for themselves:

3.7%

conversion
rate

150%

increase in
revenue

139%

increase in
customers

Work with Takeads

Find Takeads in the [impact.com marketplace](https://impact.com/marketplace).

Partner ID: 5605198

[impact.com's](https://impact.com) technology platform and partnerships marketplace drives revenue growth for brands like yours.

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