

How Venterra uses Amplify to get ahead

The problem

Venterra recognized posting to Google Business Profile was a valuable marketing tool that could significantly increase organic exposure and website traffic. Unfortunately, the manual posting process proved to be too time-consuming.

The solution

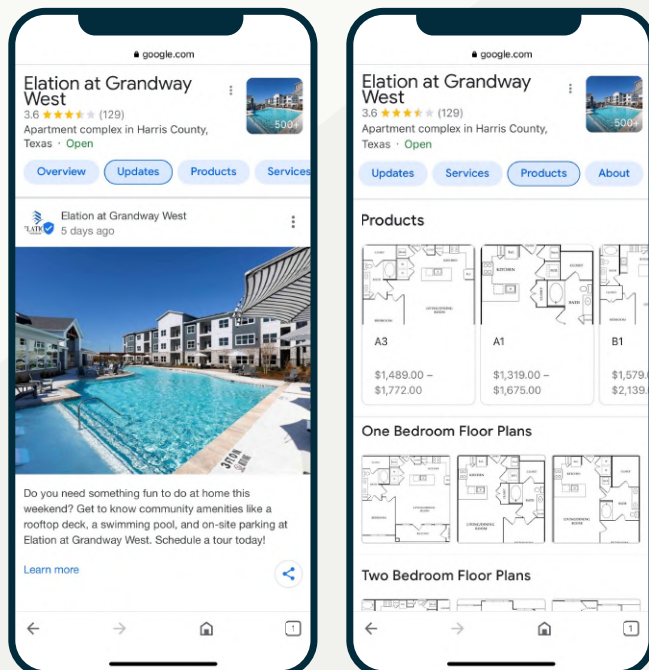
Venterra conducted multiple pilots and performed simultaneous testing to evaluate potential partners. Among those was Amplify Posts, our innovative AI technology that automates daily Google Business Profile posts. The results of the pilots were clear. Amplify Posts outperformed weekly posts in nearly every category.

“We leveraged Google Analytics to compare performance across solutions, and [Amplify Posts] performed the best in nearly every category.”



Leigh Sublett

Senior Director of Marketing and Sales, Venterra



Year-over-year improvements*

683%

Website traffic

25.4%

Discovery searches

23.4%

Map views

21.5%

Website clicks

*Google Analytics: November 2021 - March 2022