USE CASE: CONTENT & CREATIVE

Making B2B Solutions Findable, by Buyers and by AI

CHALLENGE

The website of a global markets and fintech company was its main funnel for high-value B2B SaaS products, yet business users struggled to reach them. Solutions sat in footers and tertiary menus, terms changed by division and journeys dead-ended. Bounce rates were high and content teams were slowed by rigid templates.

HOW AI WAS APPLIED

Journey analysis: Persona journeys and the content model audited end to end.

Solution-first IA: Consolidated menus and one taxonomy replace division-led navigation.

AI-assisted tagging: Editorial tagging feeds a semantic layer that surfaces related content and cross-sell.

AEO and SEO: Content structured for AI answer engines and search, with a prioritised roadmap.

OUTCOMES

~30%
Engagement vs. static campaign creative

~20%
Click-through to product pages

SEO + AEO
Hair types with personalised recommendations

Source: engagement targets. Figures are directional and rounded.

Material is a global growth intelligence company.

For 50 years, Material has built behavioral science into the insights, strategies, brands, experiences and platforms that move markets. Its culture-shaping design studio, Aruliden, gives that work form, from identity and product to packaging and environments. Material is building the intelligence layer ambitious companies use to understand demand and act on it faster.

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