

Category:

Articles

Blogs

Content Marketing

The logo for RxH, featuring the letters 'R', 'X', and 'H' in a stylized, teal-to-blue gradient font. The 'X' is positioned between the 'R' and 'H', and all letters are interconnected.

**Established In:** 2016

**Background:** The Rx Helper assists the uninsured meet their prescriptions at reasonable costs.

**Pain Point:** A need to drive more traffic to their website

**The CDP Strategy:** Tailored monthly mix of articles and blogs to establish authority and rank on search engines.

# RESULTS

**1,300%**

Increase In Top 3  
SERP Rankings

**10,853%**

Increase In  
Organic Traffic

YEAR	TOP 3 SERP RANKINGS	ORGANIC TRAFFIC
2021	1	120
2023	14	13143

