

CASE STUDY

How Mijndomein reduces churn and boosts engagement with SEO tools



“As a business, our goal is to continuously reduce churn and increase engagement with our portfolio of products. With marketgoo, we were able to do both”

Martin van Dijk, Head of Products



Founded

2003

Partner since

2019

HQ

Netherlands

Customers

200k+

Ownership Status

Privately Held

FROM PROBLEM TO PROVEN RESULTS

Reducing Churn, Driving Growth

The Challenge

Mijndomein's goal was to continuously **reduce churn** & **increase engagement** with its products. Achieving this required solutions that could show clear business impact. At the same time, it was clear that differentiating the solution would be difficult in a market where SEO was seen as a necessary commodity but also involving highly opaque processes.

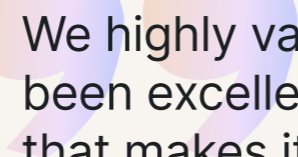
The Solution

marketgoo quickly became part of Mijndomein's customer lifecycle, reaching **100% of new signups**, supporting renewal rates, and leading to a substantial increase in customer retention, particularly among high-value accounts. To date, the partnership has generated over €1 million in revenue, making it a meaningful driver of growth and differentiation.

Why Mijndomein Chose marketgoo

When evaluating SEO solutions, Mijndomein needed more than just another add-on. They were looking for a tool that could both strengthen their product offering and support their goals of reducing churn and improving engagement.

marketgoo stood out because of its ease of use. The intuitive interface and straightforward setup made it approachable, unlike other tools that often overwhelm users. This accessibility allowed Mijndomein to deliver real value to customers while ensuring the solution contributed directly to business performance.



We highly value our collaboration with marketgoo. Communication has been excellent, with prompt responses and a positive, collaborative energy that makes it a pleasure to work together. In terms of product reliability and value, marketgoo has met our expectations, especially regarding the stability and quality of its core products.

Martin van Dijk, Head of Products

“marketgoo has proved to be a great partner in always looking to improve the numbers: ours, as well as our customers.”

Martin van Dijk, Head of Products

The screenshot displays the Marketgoo dashboard for the website artsandcrafts.nl. The interface includes a top navigation bar with the 'mijndomein' logo and a 'SEO Go' button. A left sidebar contains a menu with options: Dashboard, Site-audit, Inhoud Optimalisatie, Verkeer, Trefwoorden, Backlinks, Concurrenten, Gereedschap, and Lokale onderneming. The main content area features a large welcome message 'Welkom Grietje!' with a subtext about improving website performance and a button to 'Download augustus PDF-verslag'. Below this, a section titled 'Aanbevelingen voor jou' (Recommendations for you) suggests creating a Google My Business profile, explaining its importance for local visibility and providing a link to 'Maak account aan' (Create account).

mijndomein SEO Go artsandcrafts.nl

Dashboard

- Site-audit
- Inhoud Optimalisatie
- Verkeer
- Trefwoorden
- Backlinks
- Concurrenten
- Gereedschap
- Lokale onderneming

Welkom Grietje!

Laten we erin duiken en bekijken hoe je website het doet! We zullen enkele manieren verkennen om het nog helderder te laten schitteren.

[Download augustus PDF-verslag](#)

Aanbevelingen voor jou

Creëer een Google Mijn Bedrijf-profiel

[Tools](#)

Voor **lokale bedrijven** is dit een must! Je zult verschijnen op producten zoals Google Maps, en het helpt je om interactie te hebben met klanten en nieuwe aan te trekken. Maak een account aan en moedig je klanten aan om hun beoordelingen te delen! Je kunt meer weten [hier](#).

[Maak account aan](#)

RESULTS THAT MAKE A DIFFERENCE

Proof in the Numbers

Renewal Rates

The SEO tool shows strong adoption and a substantial increase in customer retention.



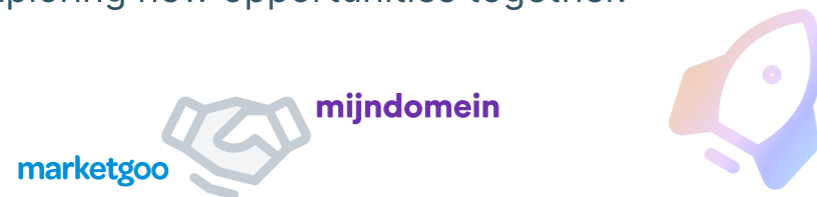
Revenue Growth

Generated more than **€1 million** in revenue, reinforcing the tool's role as a growth driver.




Strong Collaboration

Beyond the numbers, our collaboration meant running joint campaigns, improving processes, and exploring new opportunities together.



“At the end of the day, revenue is the clearest measure of value. Our partnership with marketgoo has already generated over one million euros, making it a key driver of our growth and a strong differentiator in how we evaluate the success of our product offerings.”

Martin van Dijk, Head of Products

		SEO Start € 3,16 per maand Eerste jaar gratis! Activeer SEO Start	SEO Go € 10,17 per maand Activeer SEO Go
Frequentie van SEO-scans	i	Wekelijks	Dagelijks & on demand
SEO-aanbevelingen	i	✓	✓
Meta-suggesties van AI	i	—	3 per dag
SEO-verkeersanalyse	i	✓	✓
Monitoren van zoekwoorden	i	5 zoekwoorden	15 zoekwoorden
Backlink-analyses	i	✓	✓
Concurrentieanalyse	i	2 concurrenten	3 concurrenten
Pagina-optimalisaties met AI (maandelijks)	i	3	✓
Actieplan met taken	i	Beperkt	Geavanceerd

“marketgoo products have been a great way to deliver real value to our customers and strengthen our offerings, supporting us while we continue to reduce churn and improve engagement”

Martin van Dijk, Head of Products

WHAT'S NEXT IN THE PARTNERSHIP?

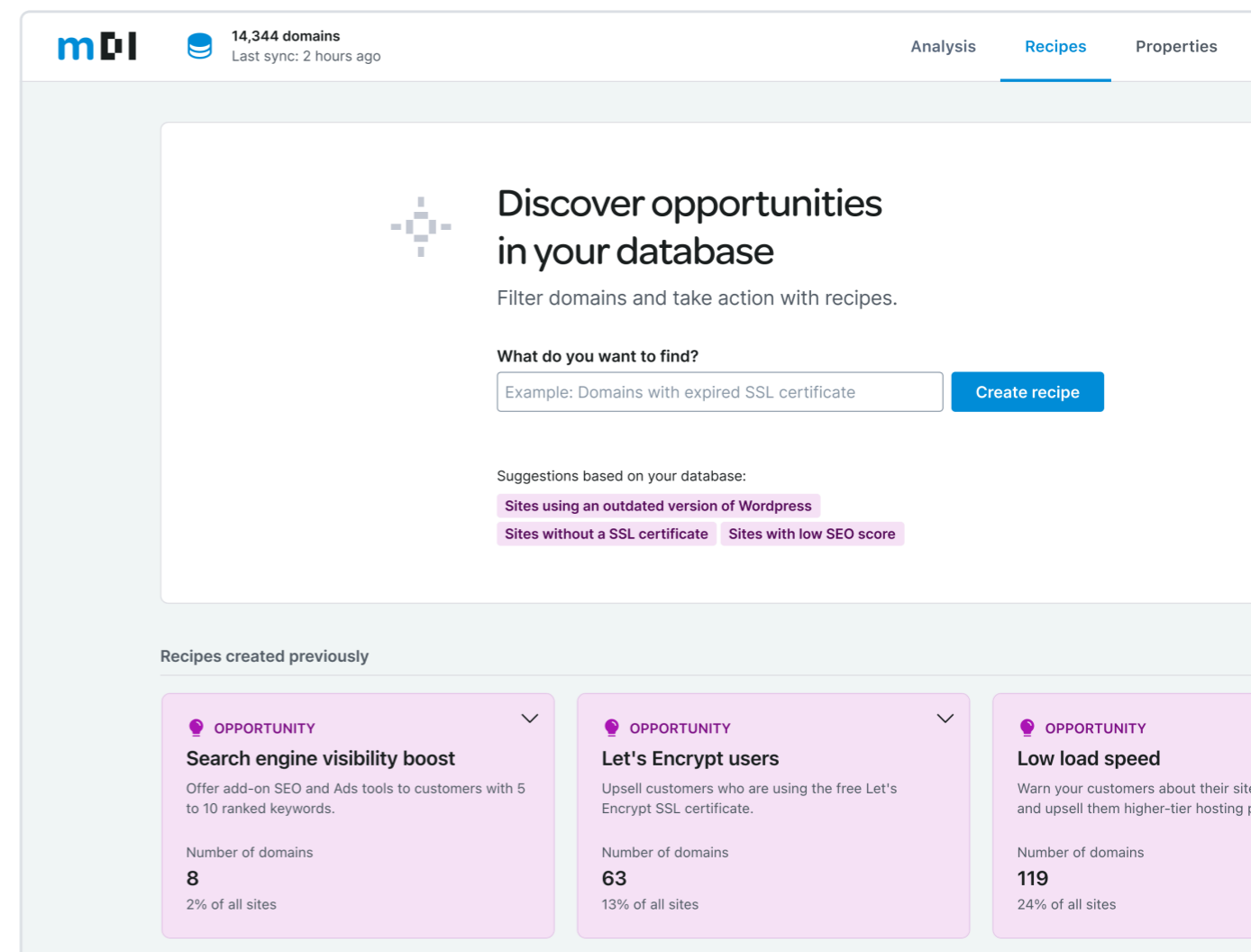
Data Integration for Future Growth

The foundation of the partnership remains strong. Mijndomein continues to see marketgoo's **SEO bundling approach** as a unique and valuable proposition.

- The tool's straightforward, wizard-style configuration still sets it apart from competitors and ensures customers can easily benefit from it.
- Building on this success, the next step is a **data integration initiative**, which will enhance decision-making and open up new opportunities for customer engagement and growth.

"Looking ahead, we're excited to collaborate on the data integration initiative, which will enhance decision-making and open new opportunities for us."

Martin van Dijk, Head of Products



marketgoo

Ready to turn SEO into a
driver of retention and
revenue? Let's talk.

Contact Us