How a SaaS Client Reached 2,400+ Monthly Visitors from AI Search

The Challenge

A top SEO agency had a SaaS client that never came up when buyers asked ChatGPT about products in its category. On Reddit, people were asking questions the client's product could help answer.

The Solution

The agency brought in Launch Club to handle Reddit for one SaaS client. We used the product's capabilities to choose conversations. A thread was worth pursuing when someone described a problem the client could solve or specified a requirement the product could meet. That gave us something concrete to contribute before we decided whether to mention the brand.

We published from the client's own Reddit Pro account. Readers could see the company behind a recommendation and look through its earlier replies. For the agency, that choice also meant the client would earn the karma and keep the account history created by the work.

The Work

We found the opportunities, wrote the comments and replies, and published them. The opening line depended on what the person needed. A how-to question called for a practical answer they could use immediately. When someone asked which tool to choose, we started with the requirement the buyer had given and explained why the product fit.

Consider a software buyer asking how to move data out of a spreadsheet. A one-time import and a weekly sync sound similar, but the buyer needs a different answer for each. The first calls for steps to move existing records. The second also raises the question of what happens when a record changes. That's the level of detail we looked for before recommending a product in a reply.

The Results

By the end of month three, more than 2,400 organic visitors per month were reaching the SaaS client's website from AI search. The agency had started by checking whether ChatGPT mentioned the product. The traffic figure showed how many people were taking the next step and visiting the site from AI search in a month.

The client's Reddit Pro account earned karma as the company participated. The published threads also gave the agency something a traffic report alone could never show its client. A buyer could open a reply, see exactly how the company handled a question, and read its earlier contributions under the same name.