



Results snapshot:

- 321 homepage links secured
- Links directed to key product page
- Featured in nonprofit newsletters
- Promoted through events and social media

Service:

- Enterprise local link building

Partner:



Client: Global software company

Industry: Enterprise SaaS

Size: 10,000+ employees

Location: San Jose, California

Community sponsorships deliver 321 links to product page for global software firm

The challenge

The client's visibility was concentrated in industry channels, leaving them absent from grassroots community spaces.

They needed to diversify their backlink profile and strengthen credibility with everyday audiences where people gather, create, and advocate.

Our solution

ZipSprout secured homepage links through nonprofit sponsorships, extending the client's presence across trusted community organizations.

Roadblocks

- The homepage-only requirement narrowed the pool of eligible nonprofits. ZipSprout manually contacted prospects from a database of 140,000+ organizations.
- Strict brand-safety rules excluded entire categories of nonprofits. The team vetted each opportunity to ensure compliance while maintaining scale.
- Many organizations were volunteer-run and skeptical of global sponsorships. ZipSprout built trust through direct communication to build trust and guidance to place links.