



WetPlants + JumpFly
Albany, NY, USA · wetplants.com

JumpFly's Content-to-Commerce Strategy Wins Visibility in AI Search



Beginner Aquarium Plants That Are Easy, Affordable

Discover the best aquarium plants for beginners that are easy to care for and affordable. From low-light to high-light, we've got you covered.



When to Plant Your Pond Plants: The Ultimate Spring Planting Guide

Learn the best time to plant your pond plants and how to care for them throughout the season. From water lilies to submerged plants, we've got you covered.



Winter Pond Prep = Spring Success: How to Get Your Pond Ready for the Seasons Ahead!

Winter Pond Prep = Spring Success: How to Get...

Discover the best ways to prepare your pond for winter and spring. From pond cleaning to winterizing, we've got you covered.



Zone Perfect Ponds: How to Create the Right PL...

Learn how to create a zone perfect pond with the right plants and hardscape. From water lilies to submerged plants, we've got you covered.



Algae Control for Ponds: How to Fight Algae N...

Discover the best ways to control algae in your pond. From natural remedies to chemical treatments, we've got you covered.

The challenge

WetPlants.com is a family-owned **online retailer** specializing in **live aquarium plants, pond plants, and aquascaping materials**. The company helps customers transform their tanks and ponds into thriving aquatic ecosystems that are both beautiful and biologically balanced. With **AI-powered search experiences** reshaping how users discover information and products, the **challenge was ensuring WetPlants' expertise and solutions appeared** within these new AI-driven search results.

The approach

JumpFly helped WetPlants **increase authority and trust signals** in search by recommending a **content-to-commerce strategy** built around educational blog posts that directly connect customer questions with expertise and relevant products. These blog pages answer aquarium and pond care questions while linking to solutions available on the site, allowing the **content to serve both informational and transactional intent**.

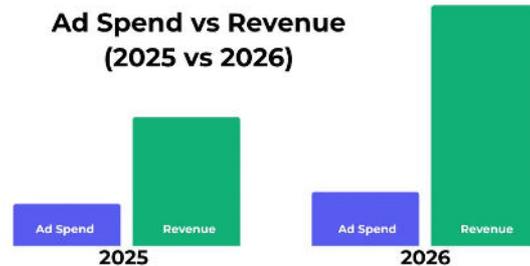
The **blogs are used as landing pages in paid search campaigns**, enabling AI visibility when users ask questions and **increasing the likelihood of being cited in AI Overviews**, while also **supporting AI Max and Performance Max campaign performance**.

WetPlants has made this part of their marketing strategy, **regularly releasing new blogs** to answer new questions recommended by the JumpFly team **based on search queries and URL expansion signals**.

The results

This approach **expanded WetPlants' reach** to new audiences, **improved discoverability in emerging AI search environments**, and ultimately **drove new customer acquisition** and year-over-year growth, including **increases in conversion volume and revenue** while lowering cost per acquisition.

Ad Spend vs Revenue (2025 vs 2026)



“JumpFly’s supportive partnership and collaborative approach has been crucial to our e-commerce success!”

—Rob Wytrwal, Owner, WetPlants

Featured solutions:

Strategy:

- > AI Visibility
- > Content-to-Commerce
- > Focus on Experience, Expertise, Authority, and Trust
- > Strong Client Collaboration

Automation:

- > Target ROAS
- > Performance Max
- > AI Max for Search

+97.7%

Conversion Volume*

+86.4%

Revenue Growth*

-35.4%

Cost Per Acquisition (CPA)*

*comparing Jan. 1, 2026 - Mar. 8, 2026 YoY to 2025

