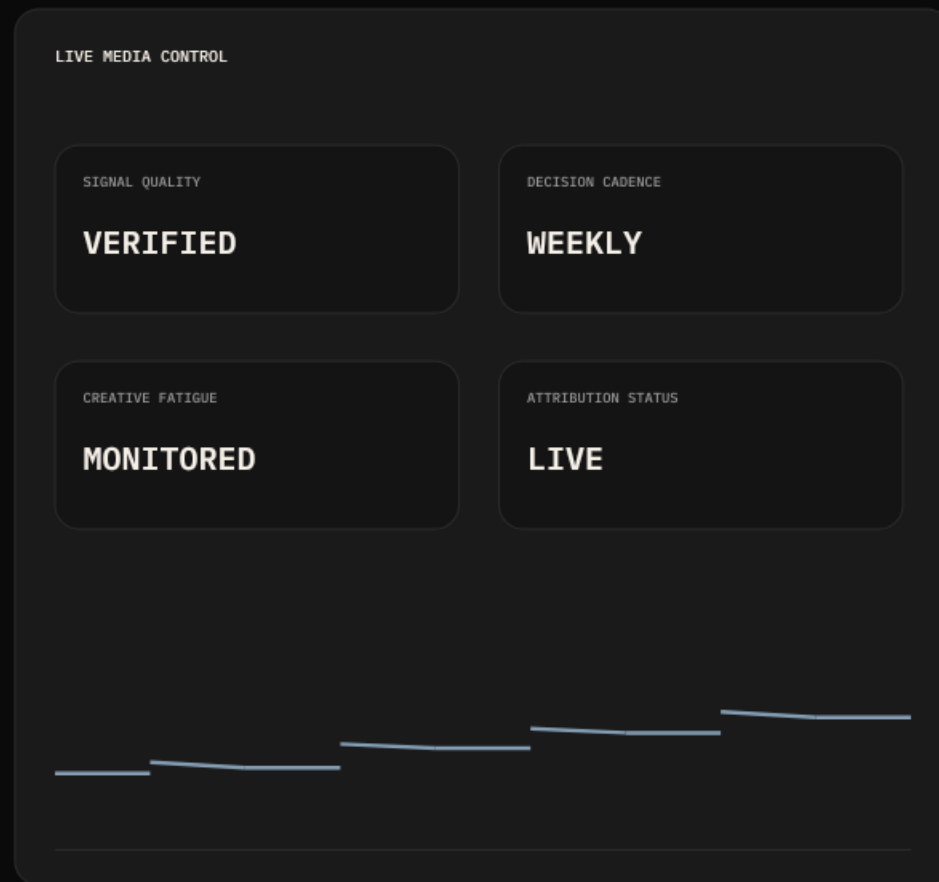


Spend that performs. Proof you can audit.

Ten channels. Twelve working cases. One measurement
spine.

4% OF SPEND

\$25,000 / MONTH MINIMUM



SELECTED PORTFOLIO / AGGREGATE FOOTPRINT

Built across brands, markets and operating contexts.

A conservative portfolio-wide count, paired with identities evidenced in the supplied case-study decks.

60+ **US\$43M+**

BRANDS

PAID MEDIA MANAGED

Portfolio aggregate stated conservatively from supplied operating records.

05

OPERATING GEOGRAPHIES

- US
- SOUTHEAST ASIA
- MIDDLE EAST
- INDIA
- NETHERLANDS

SELECTED BRAND AND IDENTITY WORK



SELECTED IDENTITIES SHOWN • GLOBAL PORTFOLIO

EVIDENCE AT A GLANCE

Reported outcomes and documented analysis scope.

Commercial outcomes and analysis volume are labeled separately. Twelve founder-supplied operating cases follow.

OUTCOME

-36%

CUSTOMER ACQUISITION COST

OUTCOME

+28%

MONTHLY REVENUE

OUTCOME

+22%

QUARTERLY REVENUE

OUTCOME

-9%

CAMPAIGN COST

OUTCOME

-10%

COST PER CONVERSION

ANALYSIS SCOPE

5,600

ATTRIBUTION CONVERSIONS

EdTech and automation outcome periods not supplied · attribution scope: Dec 1, 2019-Feb 20, 2020.

FOUR WAYS TO START

Choose the level of operating ownership you need.

01

DIAGNOSE

A defined commercial constraint

Evidence map + prioritized operating plan

02

BUILD

A missing media capability

Deployment + documentation + transfer

03

OPERATE

An ongoing media function

Senior cadence + measurable ownership

04

EMBED

Depth inside the client team

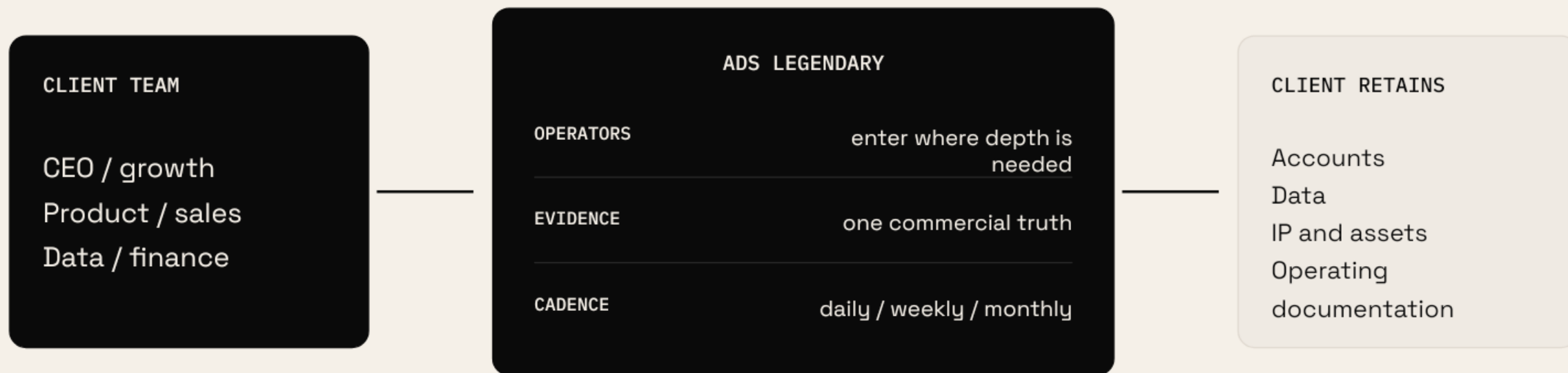
Specialists enter the exact layer that needs senior depth

Productized scope and transparent economics - without junior account-management layers.

EXTENSION OF THE TEAM

An embedded operating layer, not another handoff.

Senior media operators join the client system with explicit ownership, shared evidence and a visible decision cadence.



CLEAR OWNERSHIP · SHARED DASHBOARDS · NO BLACK BOX · CAPABILITY STAYS WITH THE CLIENT

A PRACTICAL FIRST MONTH

Thirty days turn one constraint into an operating plan.

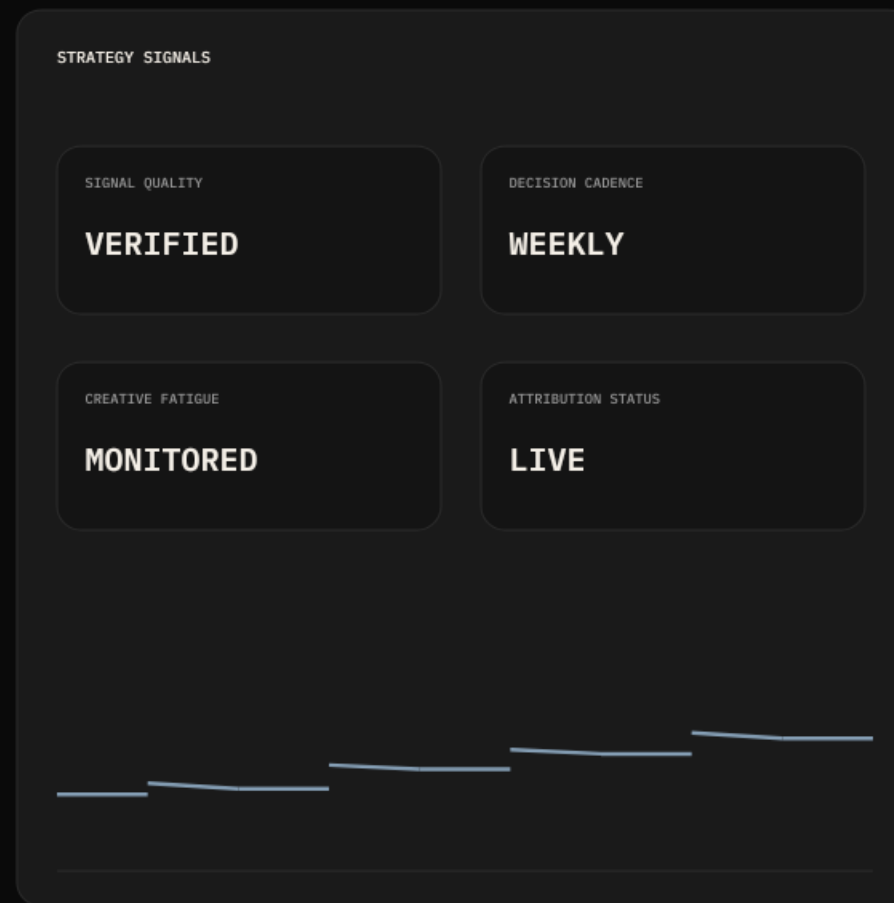
WEEK 01	WEEK 02	WEEK 03	WEEK 04
ALIGN	EVIDENCE	DESIGN	ACTIVATE
Commercial question, owner and baseline	Access, instrumentation and account audit	Channel architecture and measurement plan	First deployment, dashboard and cadence

DECK ROUTE	METHOD	PLATFORM	MEDIA	PROOF	MEASURE	AUTOMATE	CASES	START
	07	12	26	33	39	52	61	100

01

Strategy & intelligence.

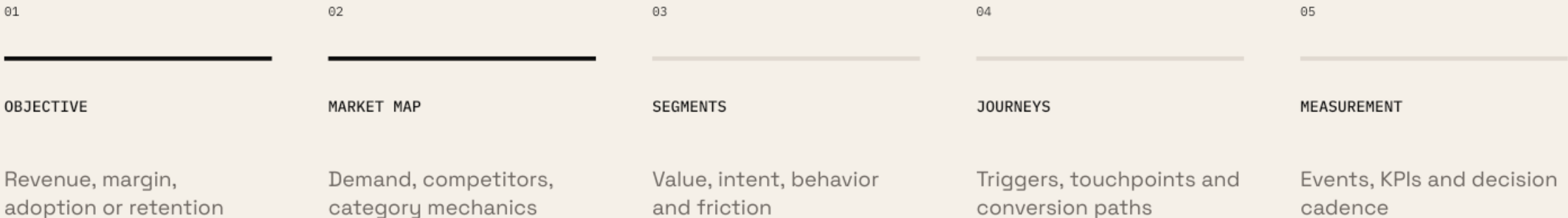
The brief is not the strategy. The strategy is the set of choices that makes the spend commercially accountable.



DECISION ARCHITECTURE

Strategy starts with the commercial constraint.

Before channel plans, creative formats or dashboards.



OUTPUT

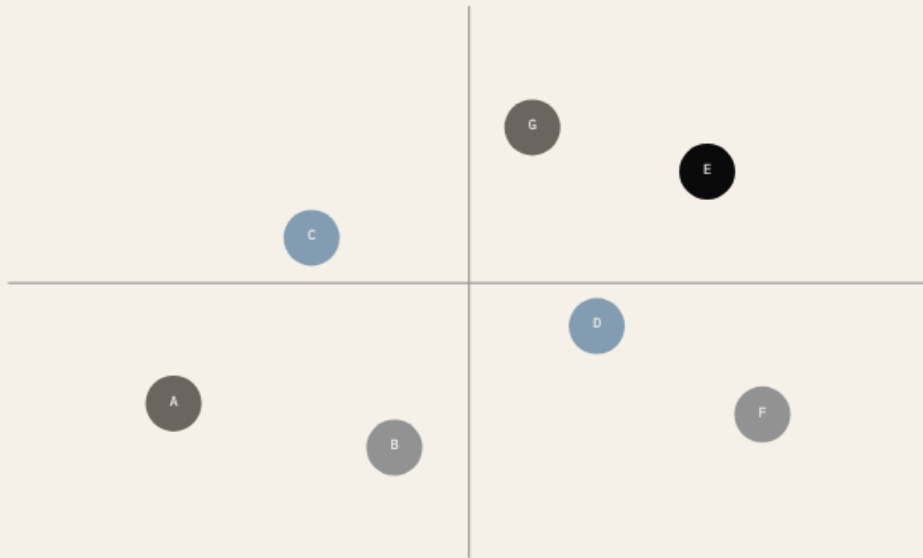
A system of choices that can be deployed, measured and changed.

COMPETITIVE INTELLIGENCE

A market map reveals where sameness creates opportunity.

CATEGORY PROMISE	What everyone claims
PROOF SYSTEM	What buyers can verify
CREATIVE CODES	What the market recognizes
MEDIA BEHAVIOR	Where competitors invest
JOURNEY FRICTION	Where buyers fall away

COMMERCIAL PROOF ↑



DISTINCTIVENESS to

A-G = anonymized competitors or category references

AUDIENCE ARCHITECTURE

Segmentation must change a decision.

A demographic description becomes useful only when it changes audience, creative, offer or journey logic.



JOURNEY DESIGN

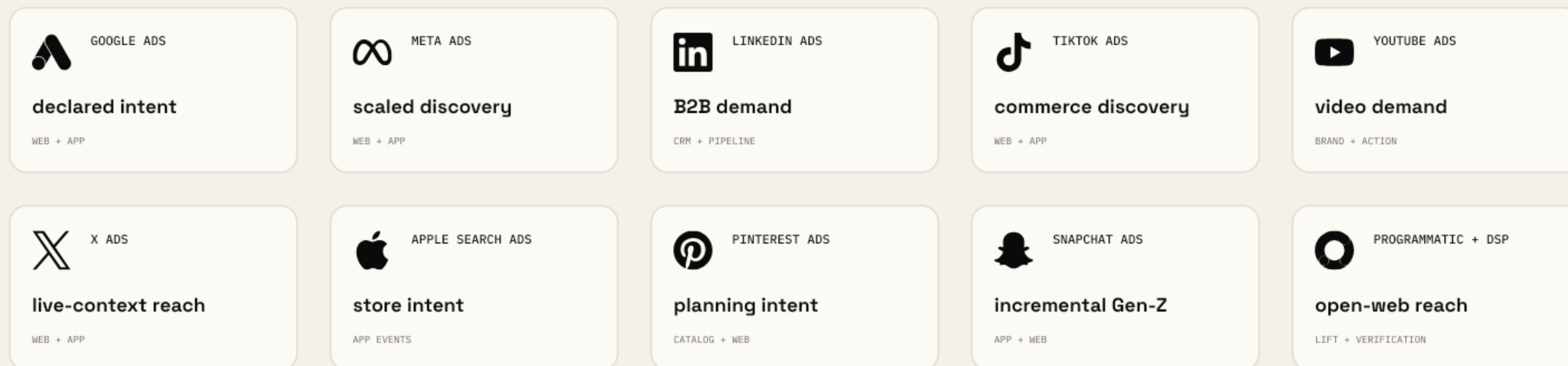
Every journey needs an observable state change.



SIGNAL	source	scroll / depth	product event	purchase	activation	repeat
DECISION	qualify	educate	de-risk	convert	onboard	cross-sell
OWNER	media	content	product	commerce	CRM	growth

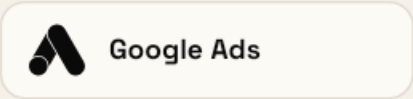
TEN CHANNELS · ONE MEASUREMENT SPINE

Each auction earns a specific job in the growth system.



Microsoft Ads extends search coverage. Native, CTV and DOOH sit inside the programmatic operating model.

Google Ads needs five campaign types with five distinct jobs.

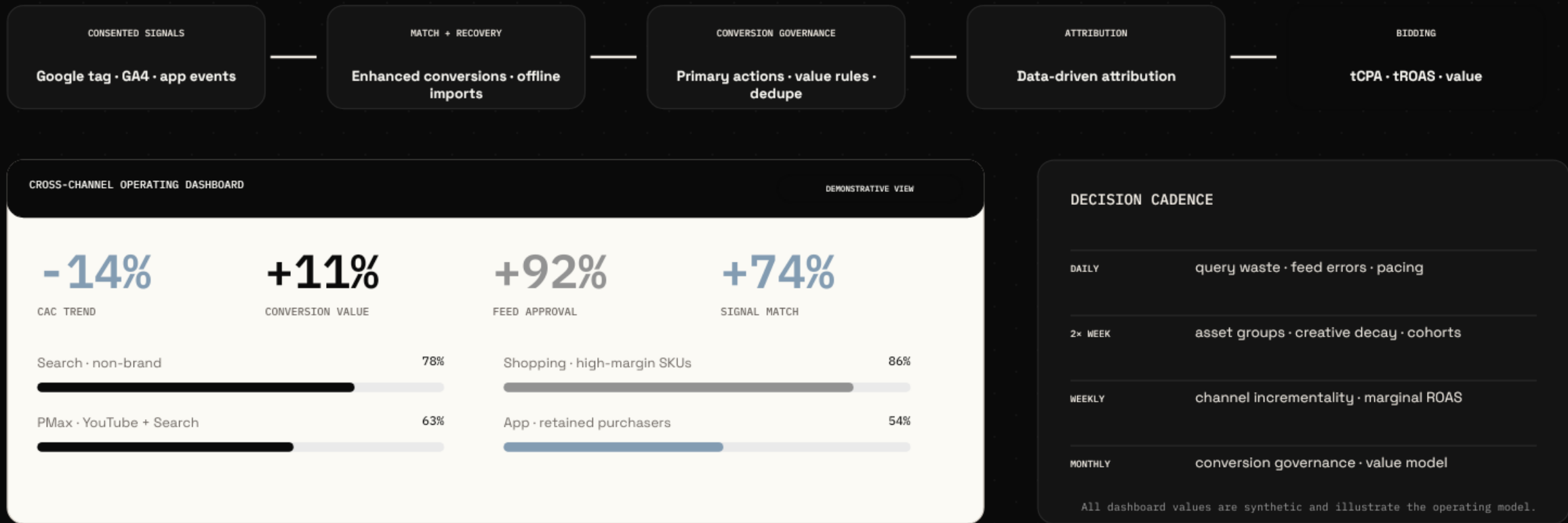


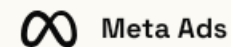
SEARCH	PERFORMANCE MAX	SHOPPING	APP	VIDEO
Capture declared intent	Expand across Google inventory	Monetize product demand	Acquire and retain users	Create and harvest demand
OBJECTIVESales · leads	OBJECTIVESales · leads · value	OBJECTIVERevenue · margin	OBJECTIVEInstalls · in-app value	OBJECTIVEReach · consideration · action
SEGMENTKeywords + audience observation	SEGMENTSearch themes + audience signals	SEGMENTFeed taxonomy + product groups	SEGMENTEvent cohorts + remarketing	SEGMENTCustom segments + customer data
MEASUREDDA · value · impression share	MEASUREChannel · asset group · conversion	MEASUREROAS · profit · feed health	MEASUREMMP/GA4 · retained value	MEASUREViews · engaged view · lift

OPERATING RULE · Search protects query control. PMax expands reach. Shopping protects feed economics. App optimizes to retained value. Video earns incremental demand.

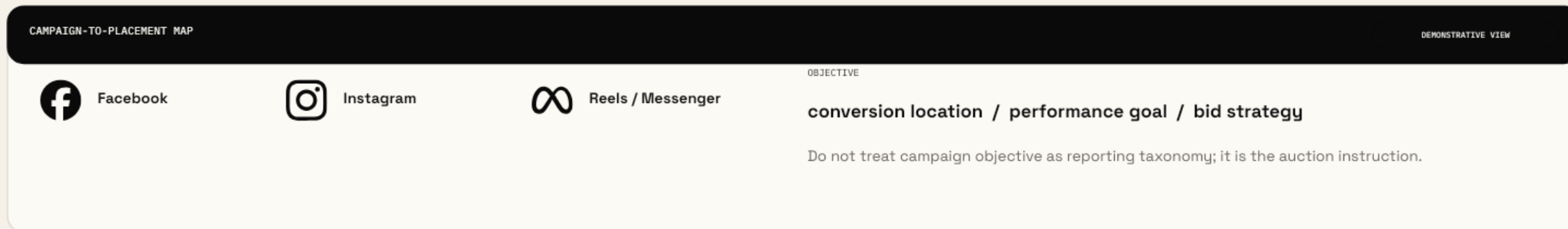
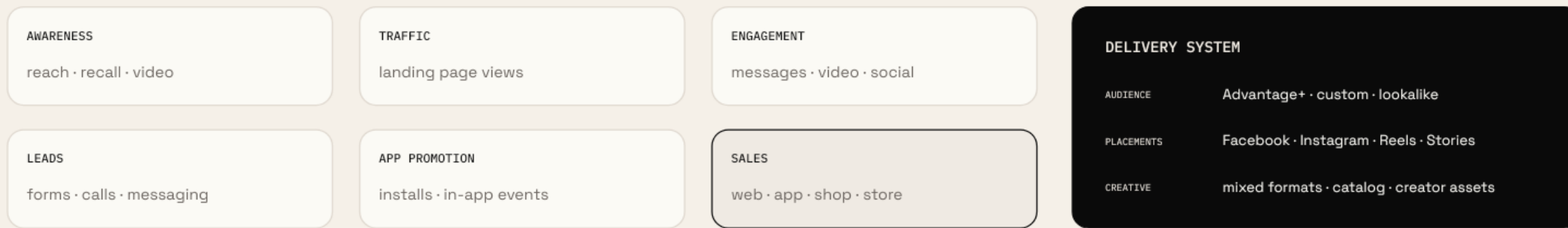


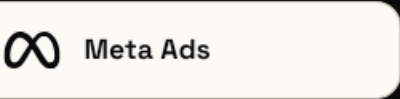
Google measurement must reconcile channel, product and customer value.





Meta wins when objective, conversion location and creative system agree.





Meta measurement starts with signal quality - then tests incrementality.



DEDUPLICATED DATASET
event_id · match quality · value · consent

CREATIVE × PLACEMENT × AUDIENCE				DEMONSTRATIVE VIEW
HOOK	FORMAT	PLACEMENT	RESULT	QUALITY
Problem-first	UGC 9:16	Reels	PURCHASE	HIGH
Proof-first	Carousel	Instagram Feed	LEAD	MED
Offer-first	Static 1:1	Facebook Feed	PURCHASE	HIGH
Creator demo	Video 9:16	Stories	VIEW TO SALE	TEST

MEASUREMENT LADDER

01

Platform attribution

delivery decisions

02

A/B test

creative / audience causality

03

Conversion lift

incremental outcome

04

MMM / blended CAC

portfolio allocation

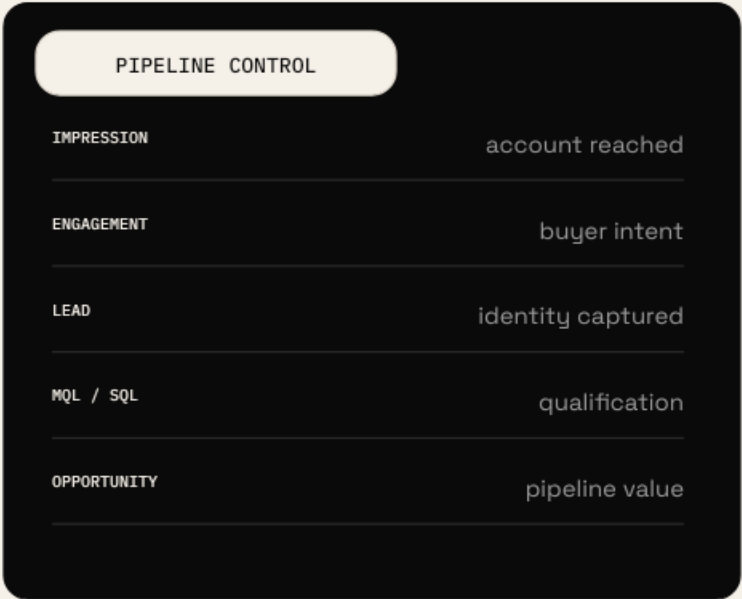
Dashboard values are synthetic.

B2B DEMAND ARCHITECTURE



LinkedIn earns its premium when media and revenue share an identity.

01	OBJECTIVES	Awareness · engagement · website · leads · conversions
02	SEGMENTS	Company · role · seniority · skills · matched accounts
03	FORMATS	Single image · video · document · thought leader · lead form
04	MEASUREMENT	Insight Tag · Conversions API · CRM stages · offline revenue



OPTIMIZE TO QUALIFIED PIPELINE - NOT THE CHEAPEST FORM FILL.

CHANNEL-SPECIFIC OPERATING LOGIC

Smaller networks work when their role is narrow and measurable.



TIKTOK

discovery + commerce

native hooks · creator proof

PIXEL / EVENTS API · LIFT



X

live-context reach

conversation + app demand

PIXEL / APP EVENTS · BRAND SAFETY



PINTEREST

planning intent

catalog + evergreen search

TAG · CHECKOUT · INCREMENTALITY



APPLE SEARCH ADS

store search intent

keyword + product-page fit

ADATTRIBUTIONKIT · MMP



MICROSOFT ADS

incremental search

query + audience extensions

UET · OFFLINE CONVERSIONS



SNAPCHAT

incremental Gen-Z

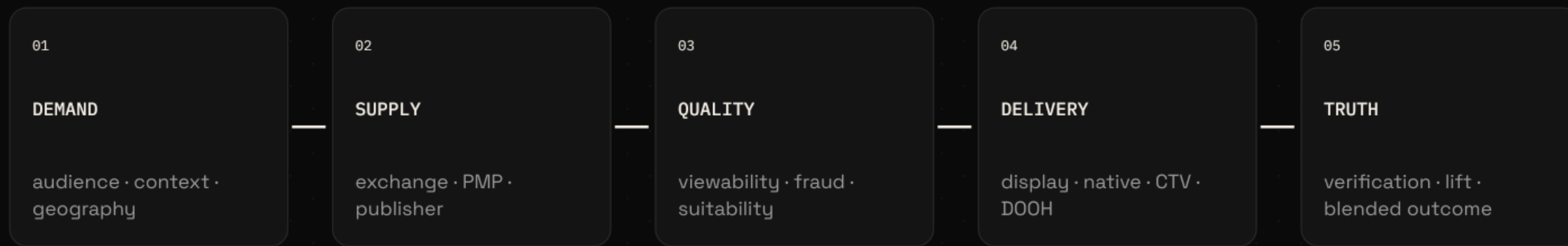
camera + vertical video

PIXEL / CAPI · APP EVENTS

ROLE FIRST · CONTROLLED BUDGET · PLATFORM-NATIVE CREATIVE · INCREMENTALITY BEFORE SCALE

DSP · NATIVE · CTV · DOOH

The open web should be bought like an engineered supply chain.



SUPPLY-PATH

remove duplicated hops

PRE-BID

fraud + suitability filters

FREQUENCY

cross-publisher caps

INCREMENTALITY

holdout or geo-lift

STRATEGY SCORECARD

A strategy is complete when its assumptions can fail visibly.

ASSUMPTION	EVIDENCE	DECISION	KPI	REVIEW
High-intent category demand exists	Search + competitor traffic	Prioritize capture	Qualified sessions	Weekly
Value proof is weak	Page depth + objections	Rebuild proof system	CVR by message	Fortnightly
Creative fatigue drives CAC	Frequency + hook decay	Rotate hook families	CAC by creative	Twice weekly
CRM misses active intent	Event + lead latency	Trigger lifecycle routes	Speed to lead	Daily
Retention follows first value	Cohort activation	Optimize onboarding	D30 retained	Monthly

CONFIDENTIAL COMMERCE CASE

A cosmetics growth system built from objective to deployment.

India · D2C cosmetics · performance media, creative and automation planning

EVIDENCE AVAILABLE

Audience architecture · media plan · creative deployment · measurement setup

Final commercial outcome data was not included in the supplied source.

COMMERCE DEPLOYMENT

SIGNAL QUALITY

VERIFIED

DECISION CADENCE

WEEKLY

CREATIVE FATIGUE

MONITORED

ATTRIBUTION STATUS

LIVE

COMMERCE CASE / KICKOFF TARGETS

The engagement began with four explicit commercial targets.

These are source-stated objectives, not achieved-outcome claims.

- 30%

CAC TARGET

within 4-6 months

+10 - 12%

ARPU TARGET

increase average value

END-TO-END

AUTOMATION TARGET

connect journey triggers

+20 - 25%

QUARTERLY REVENUE TARGET

after learning period

BUYER NOTE

The value of this source is the documented system design and deployment logic; reported result data was not supplied.

COMMERCE CASE / AUDIENCE DECISIONS

Segments were useful only when they changed execution.

01	AFFINITY	Shopping, fitness and fashion signals	Open demand with broad hooks	CREATIVE ENTRY
02	PRIMARY	Category, competitor and ethical intent	Increase bid and sharpen proof	BID + MESSAGE
03	RECOVERY	Followers, engaged visitors and cart behavior	Resume the interrupted journey	OFFER + ROUTE

Reported audience signal: 43% of recorded sales came from ages 16-24; mobile represented 56% of device use.

COMMERCE CASE / TIMED DEPLOYMENT

The media plan made channel roles and learning windows explicit.

Selected allocation shown in source: Instagram 48%, Google 22% and Facebook 15% (85% identified; remaining 15% not labeled).

HISTORICAL DEPLOYMENT PLAN - JANUARY 2020



SOURCE DOCUMENTS FIVE CAMPAIGN JOBS; THE CHANNEL ALLOCATION IS PARTIAL (85% IDENTIFIED).

Creative, channel and conversion evidence shared one taxonomy.

SUPPLIED CAMPAIGN CREATIVE

Campaign Objectives

Brand Awareness

Engagement

Purchases

Channels

G

YouTube

f

Instagram

Creative Themes

Users: Influencers / Celebrities

Marketing Offer Campaigns

Feature Driven: Assertive

Brand Values & Identity

Newsfeed / Single Image Ads

FLAT 20% OFF

Shop CLAKEY. Now at 20% Off

FLASH SALE: Get your hands on dual brow filler and colorful makeup to perk up your mood. Check out our special offer of up to 20% off on all our products. #GlowUpSummer

Shop now

Search Ads

SALE

BUYER/CASH Bulk...

£40 - £50

Skinfoxy.com

Free Delivery

Carousel Ads

I need a mascara

But, also the thing that fills the brows

GET CLAKEY NOW!

NO MORE HIDING BEHIND FILTERS

REAL BEAUTY IS MUCH MORE JUST A SHADE

YOUR SKIN YOUR WAY

Video Ads

GET CLAKEY NOW!

Ad - 0:30

01 AWARENESS

Brand + video

02 ENGAGEMENT

Social + carousel

03 PURCHASE

Search + conversion

04 MEASURE

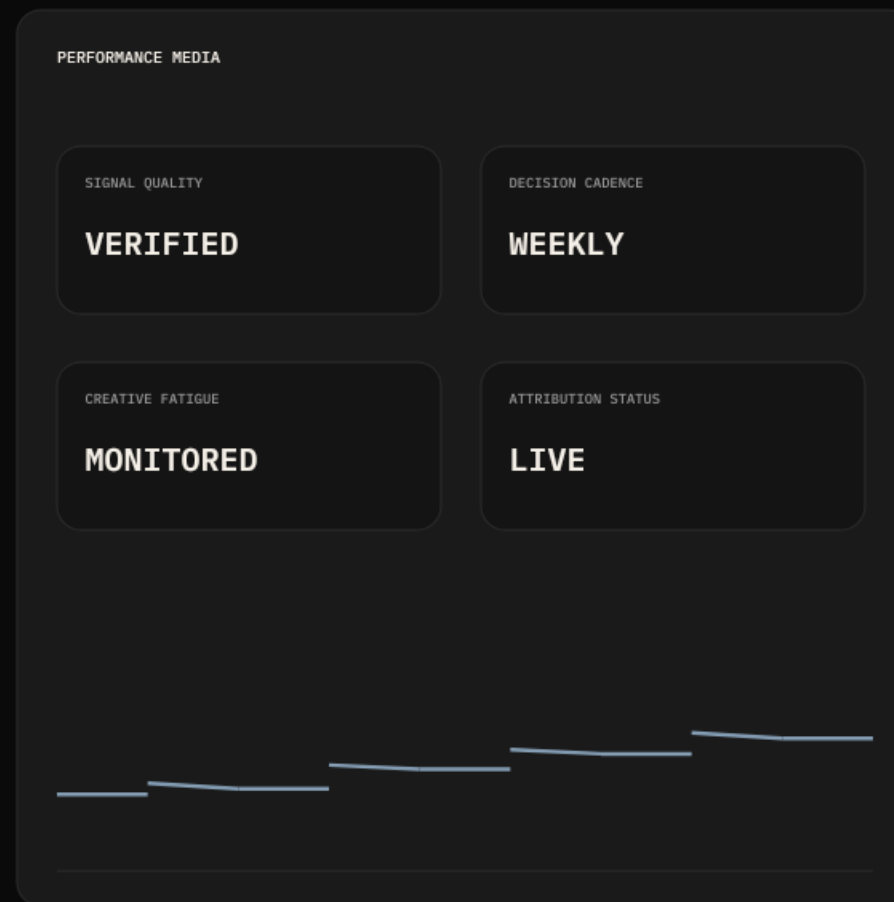
Add to cart + purchase events

Source proves deployment architecture; final result data was not supplied.

02

Performance media.

Every media decision becomes an instrumented loop: signal, hypothesis, experiment, budget and commercial outcome.



PERFORMANCE OPERATING LOOP

Optimization is a closed loop, not a weekly report.



TAXONOMY

CONVERSIONS

SPLIT TESTS

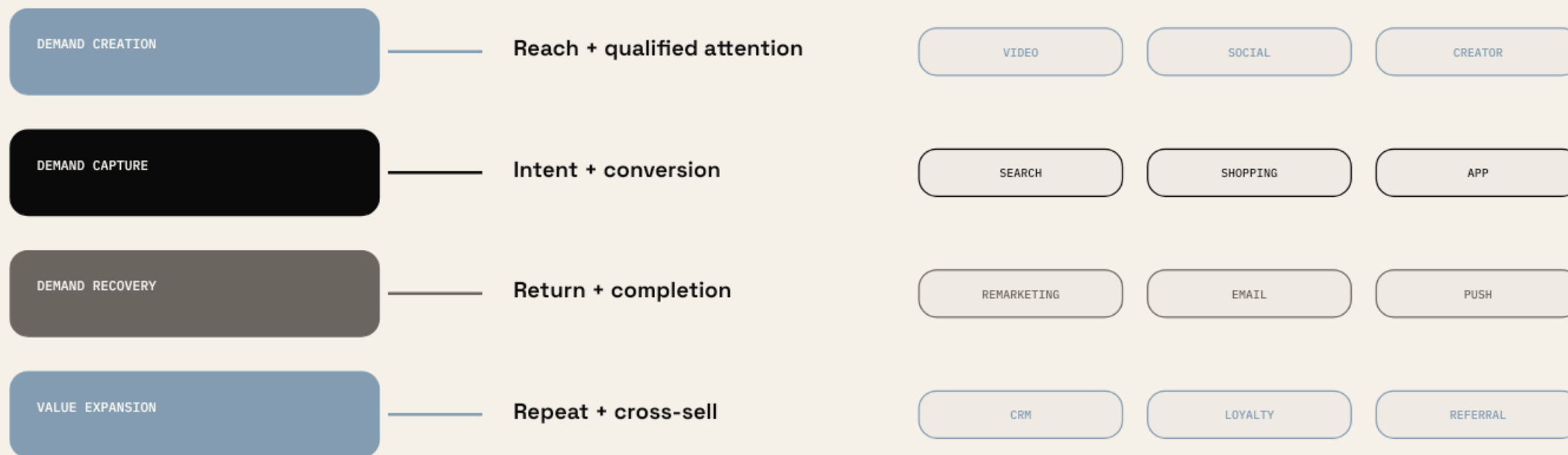
CROSS-CHANNEL

BID RULES

GOVERNANCE

FULL-FUNNEL MEDIA ARCHITECTURE

Different jobs require different buying logic.

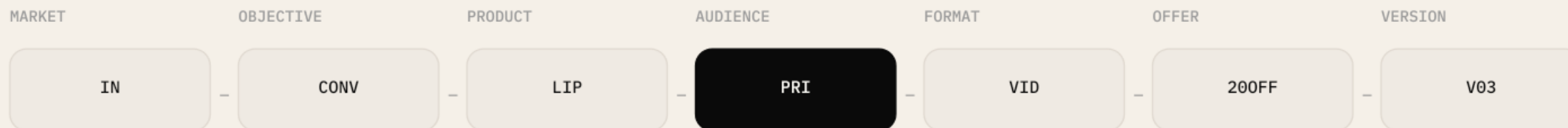


ONE TAXONOMY • ONE CONVERSION MODEL • ONE COMMERCIAL SCORECARD

CAMPAIGN TAXONOMY

Naming conventions are infrastructure.

A campaign name should reveal the business decision without opening the platform.



IN_CONV_LIP_PRI_VID_200FF_V03

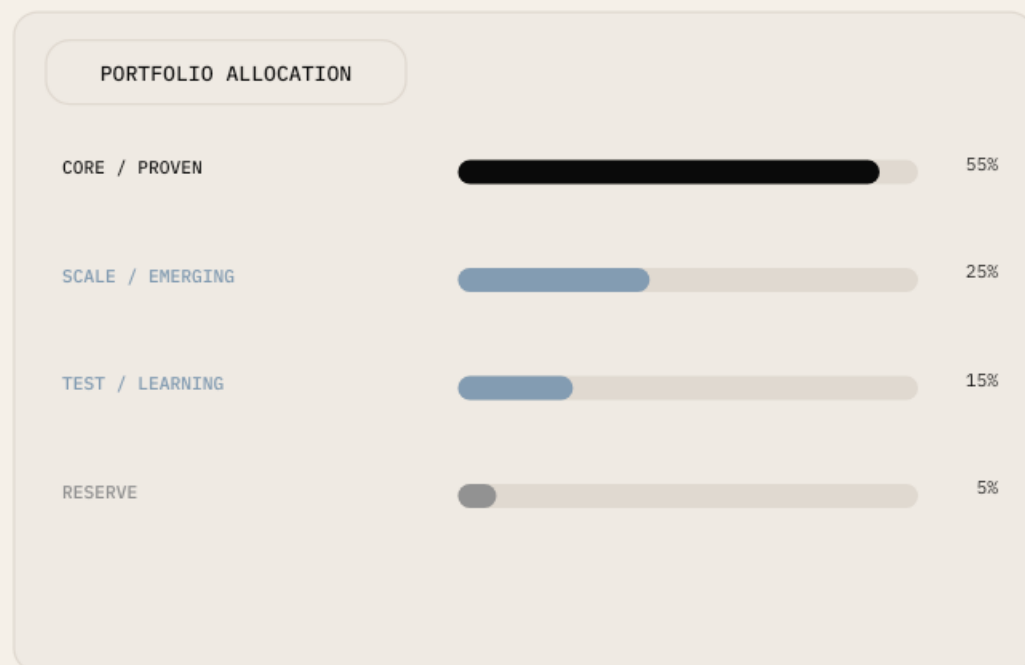
AUDITABLE

Market to objective to product to audience to format to offer to version

Taxonomy links cost, creative, audience and conversion data across platforms.

BUDGET ARCHITECTURE

Budget follows evidence, not platform momentum.



REALLOCATION RULE

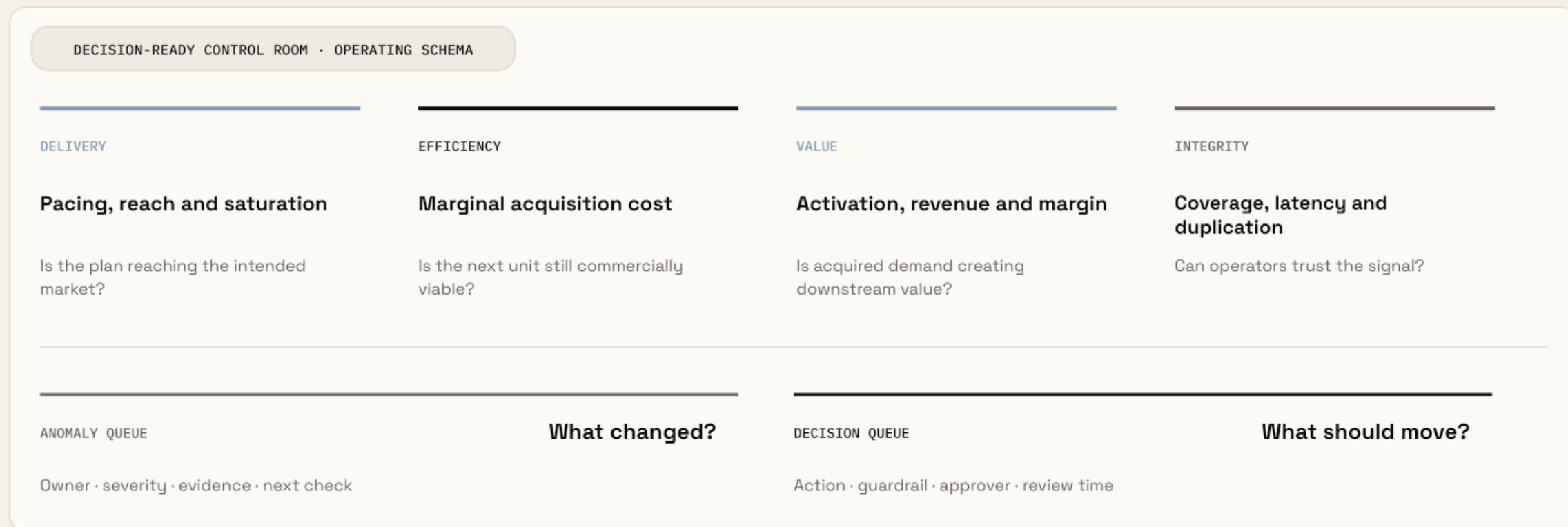
01	PROTECT	minimum learning volume
02	PROMOTE	stable marginal return
03	PUSH	creative and audience headroom
04	PAUSE	cost without signal quality
05	RECYCLE	losing budget to next best test

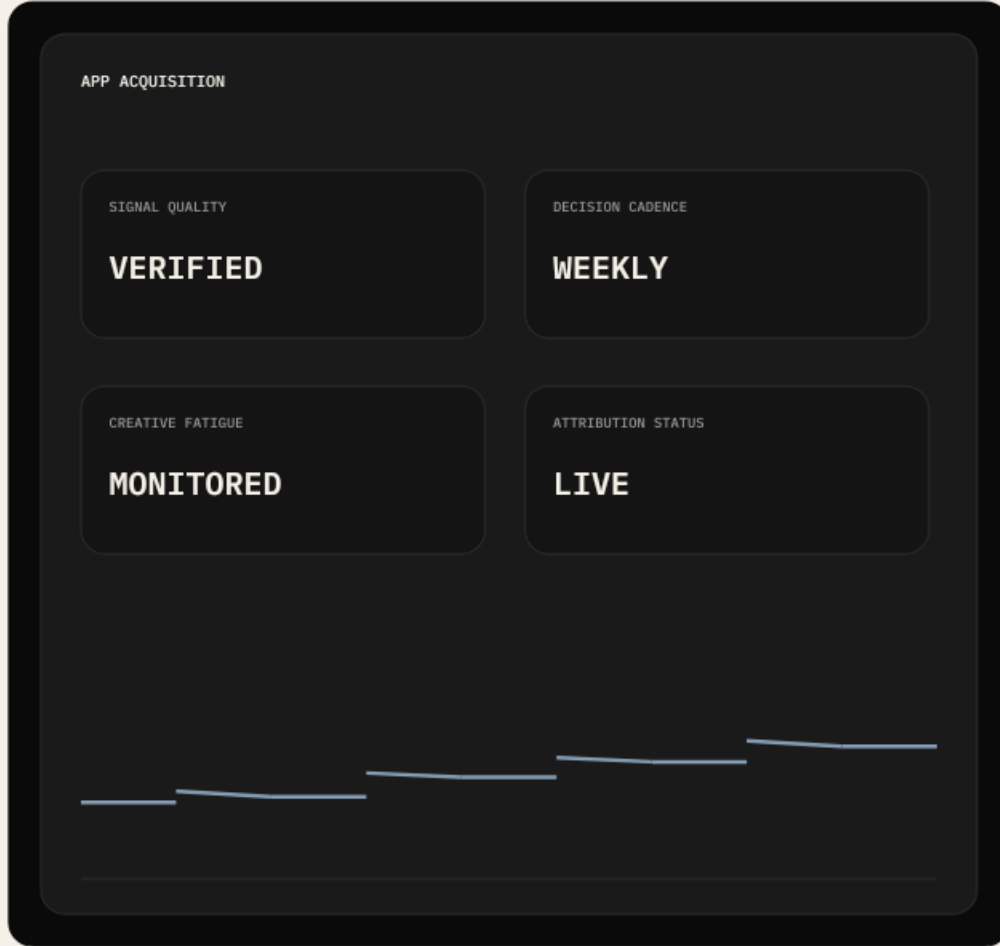
A test backlog makes assumptions and decision rules visible.

HYPOTHESIS	EVIDENCE NEEDED	CONTROLLED VARIABLE	DECISION RULE	OWNER
Proof-led hooks reduce hesitation	Qualified conversion signal	Hook family	Promote only after stable evidence	MEDIA
Short demos improve qualified attention	Watch depth + downstream action	Format	Hold audience and offer constant	CREATIVE
Price framing changes checkout intent	Checkout initiation quality	Offer frame	Read value, not click-through alone	GROWTH
Broader reach can preserve efficiency	Marginal acquisition quality	Audience scope	Scale only inside agreed guardrail	MEDIA
Creator treatment strengthens trust	Attention + commercial follow-through	Treatment	Archive the learning with the asset	CREATIVE

CONTROL ROOM

The dashboard exists to trigger a decision.





 Ads Legendary.

APPLIED PERFORMANCE / MOBILE APP

Scaling an EdTech app from install to revenue.

Acquisition for K-12, test-prep and SAT audiences, segmented between students and parents.

PAID ACQUISITION × SDK × BRANCH × ANALYTICS

-36%

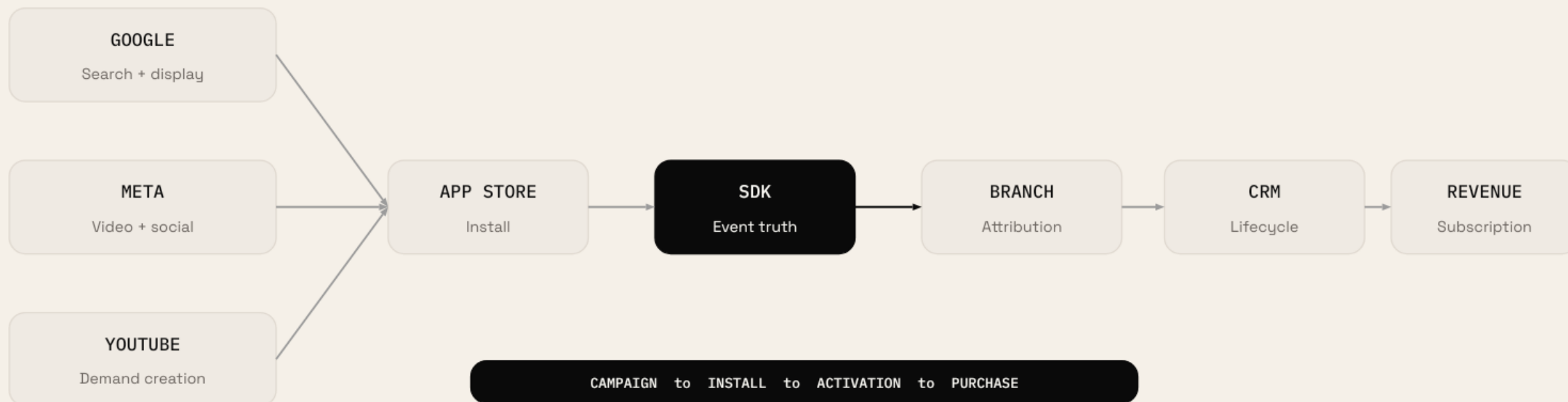
CUSTOMER ACQUISITION COST

+28%

MONTHLY REVENUE

EDTECH CASE / ACQUISITION SYSTEM

The acquisition architecture connected media to in-app value.



EDTECH CASE / AUDIENCE × CREATIVE

Parents and students required different proof systems.

PARENTS

35-50

DECISION DRIVERS

Outcomes · trust · price

CREATIVE + CHANNEL

Search · long-form · testimonial

STUDENTS

12-17

DECISION DRIVERS

Confidence · access · momentum

CREATIVE + CHANNEL

Video · carousel · creator

REMARKETING

All qualified
visitors

DECISION DRIVERS

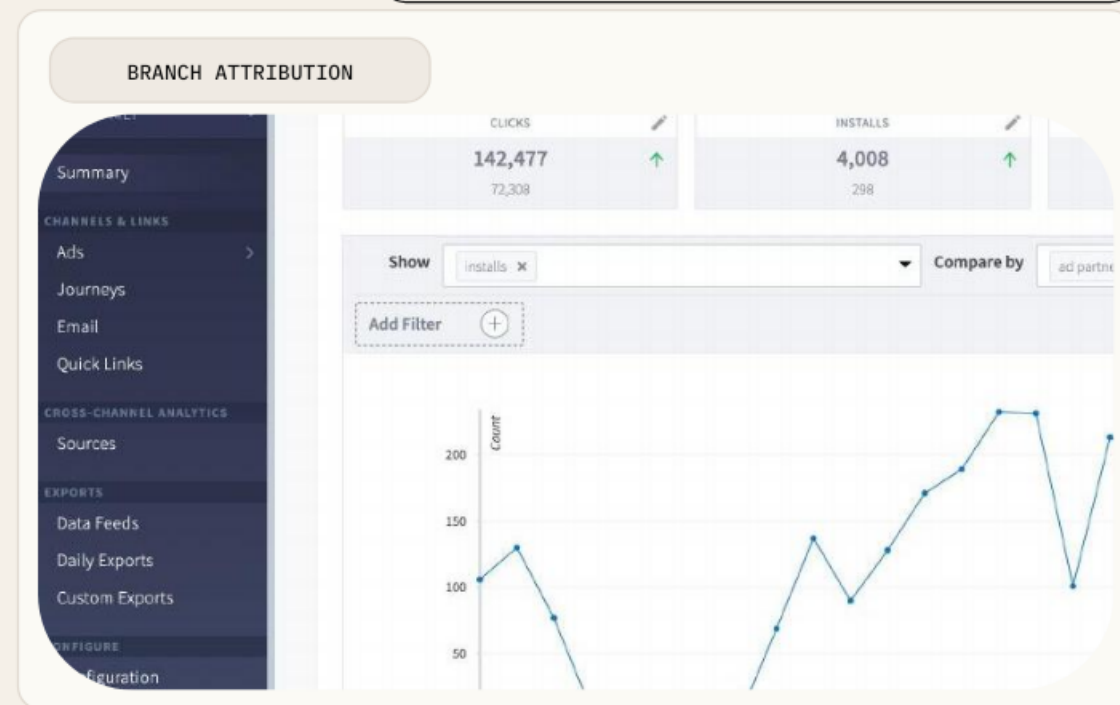
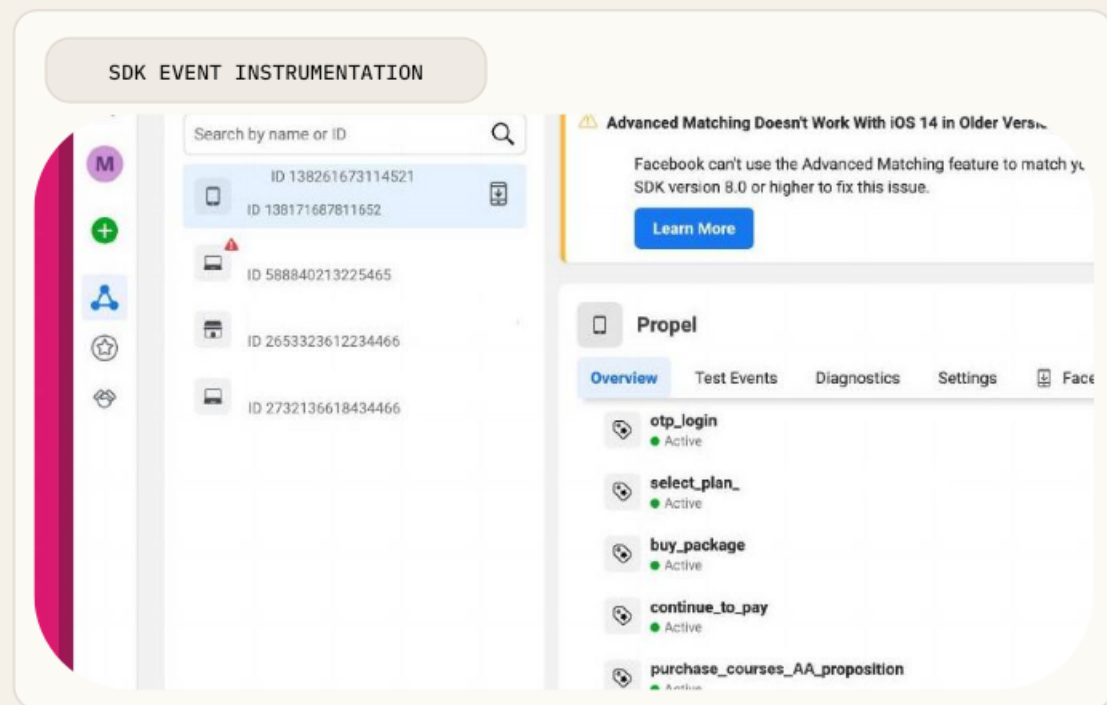
Urgency · reminder · completion

CREATIVE + CHANNEL

Offer · social proof · push

EDTECH CASE / INSTRUMENTATION

SDK and attribution setup made optimization commercially legible.



EDTECH CASE / REPORTED OUTCOMES

Connected acquisition improved efficiency and revenue.

-36%

CUSTOMER ACQUISITION COST

+12%

USERS

+17%

SALES

+28%

MONTHLY REVENUE

+22%

QUARTERLY REVENUE

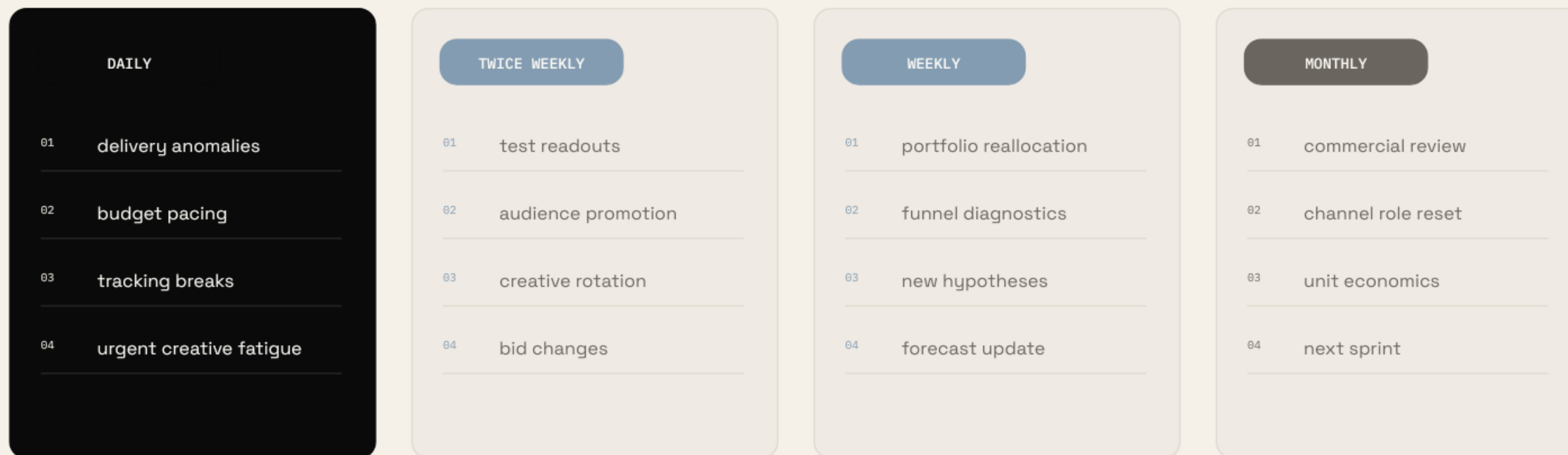
SYSTEM BEHIND THE RESULT

Campaign taxonomy · SDK events · Branch attribution · cross-channel optimization · creative testing

Reported client outcomes; client identity, spend baseline and measurement period were not specified in the supplied source.

OPERATING CADENCE

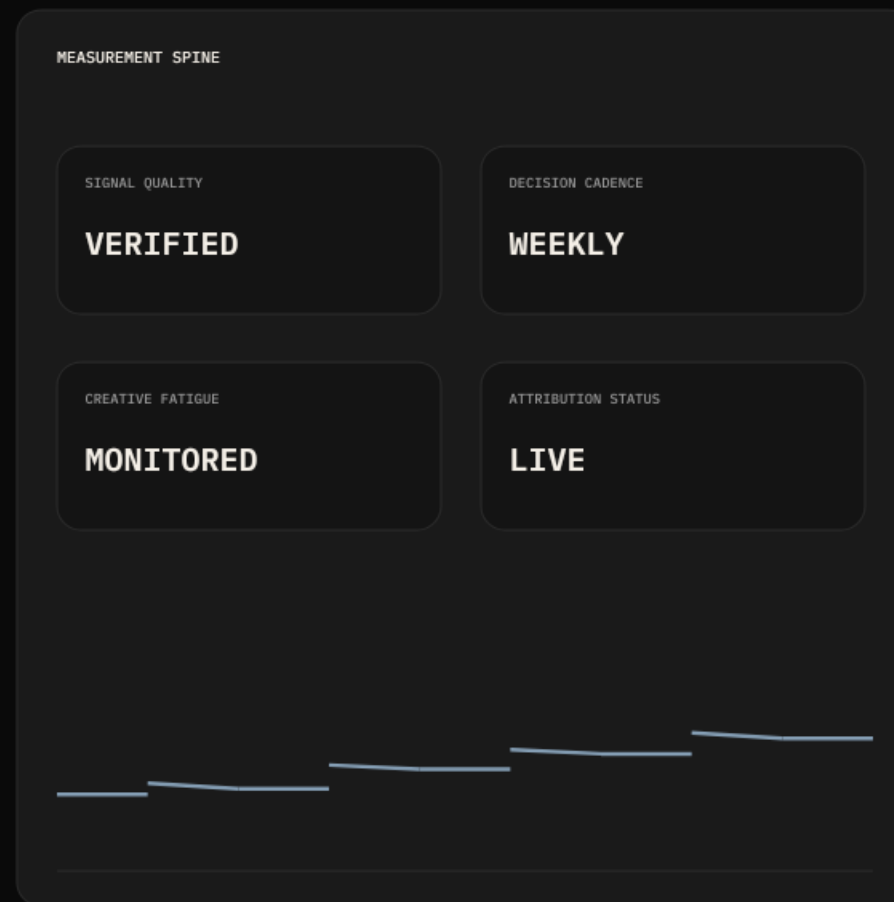
Performance compounds when decisions have a clock.



03

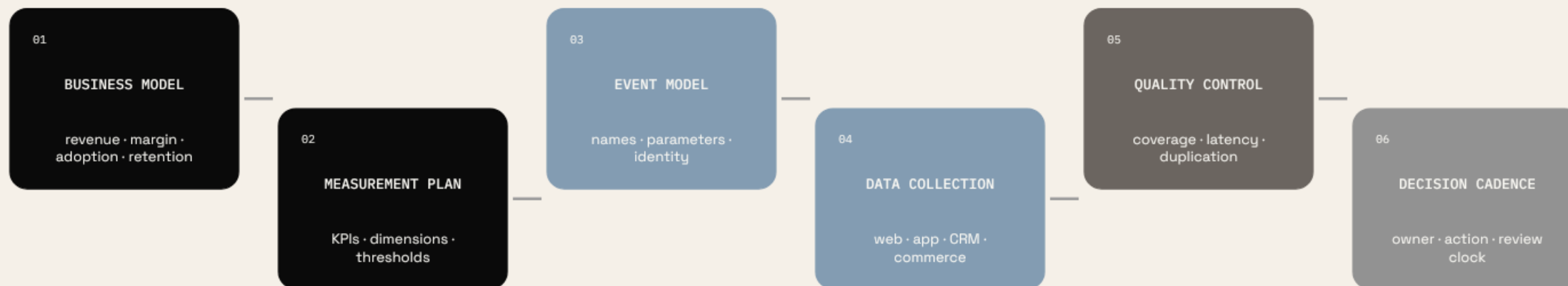
Analytics & attribution.

Measurement is not reporting. It is the architecture that decides which signals deserve belief.



MEASUREMENT SPINE

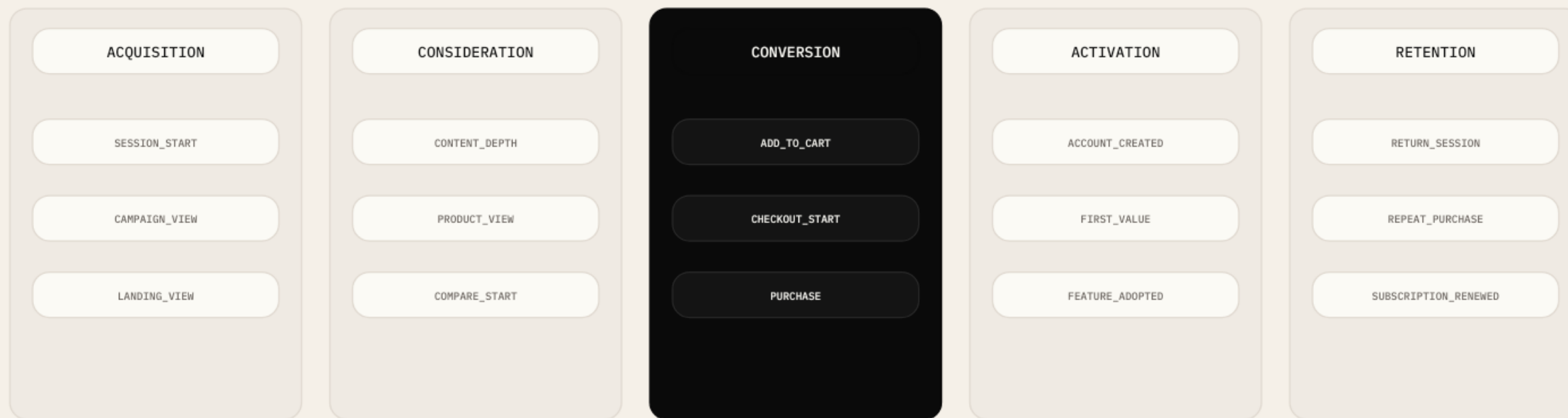
A trustworthy dashboard begins before the dashboard.



If the business question cannot be stated, the metric should not be on the dashboard.

EVENT TAXONOMY

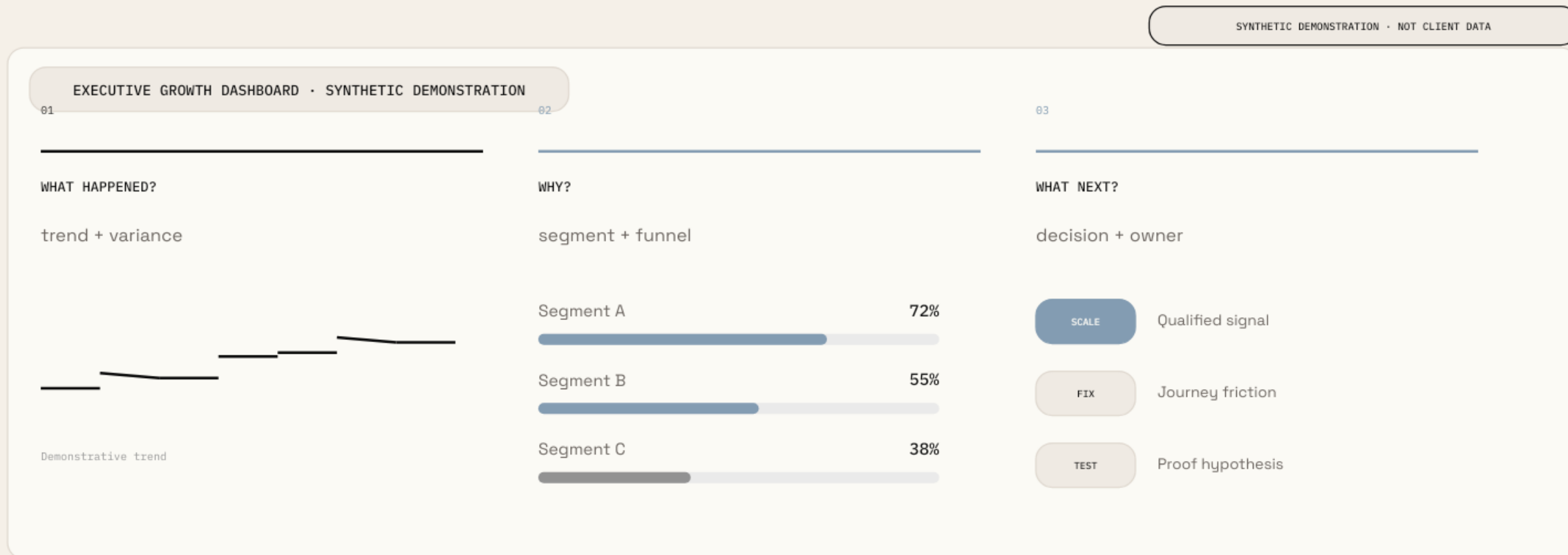
Events describe behavior; parameters explain value.



Required parameters: user_id · session_id · source · campaign · product · value · currency · timestamp

DASHBOARD ANATOMY

A useful dashboard answers three questions at once.

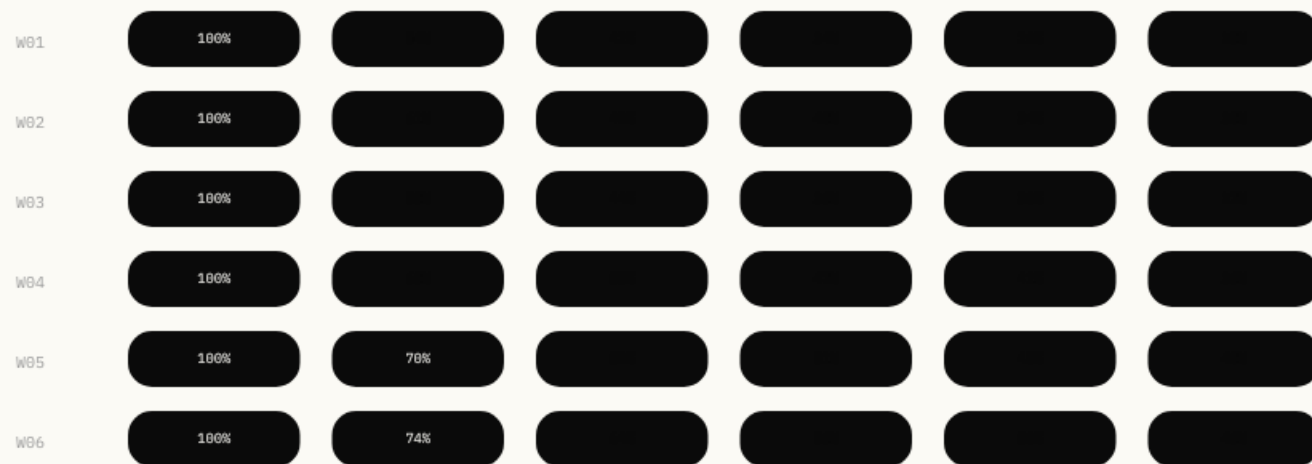


COHORT ANALYSIS

Cohorts separate growth quality from growth volume.

SYNTHETIC DEMONSTRATION • NOT CLIENT DATA

RETENTION BY ACQUISITION WEEK • SYNTHETIC DEMONSTRATION



READOUT

+21pp

D30 RETENTION • W01 TO W06

25% to 46%

The synthetic change becomes a diagnostic question: what did onboarding, source mix or first-value behavior do differently?

The funnel is a diagnostic map, not a conversion trophy.

Observable State	Evidence Required	Diagnostic Question	Owner
Qualified Visit	source + query + landing	Did the promise match the visitor's intent?	MEDIA
Product View	depth + compare events	Was the proof sufficient to continue?	CONTENT
Intent Action	CTA + form-start events	Was the next action clear and credible?	PRODUCT
Checkout Start	field + payment events	Where did friction or uncertainty appear?	UX
Purchase	value + currency + order ID	Was commercial value recorded correctly?	ANALYTICS

Read the break, verify the signal, assign the owner, then choose the fix.

HISTORICAL UNIVERSAL ANALYTICS EVIDENCE

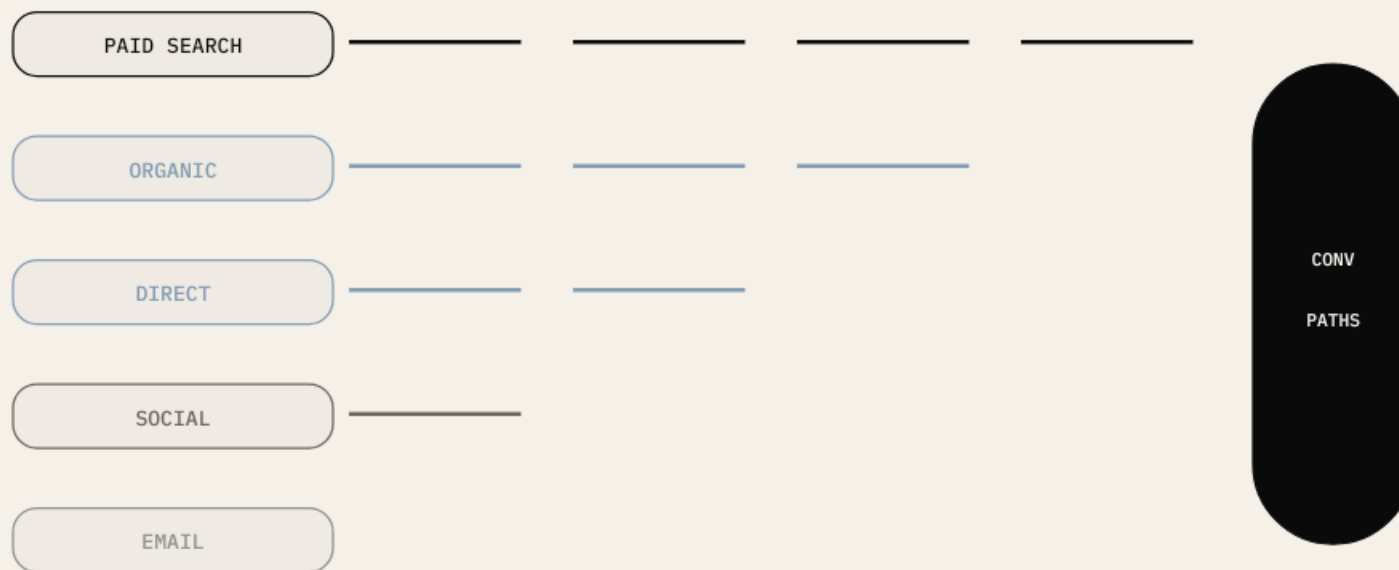
5,600 conversions carried more than one channel story.

5,600

TOTAL CONVERSIONS

DEC 1, 2019-FEB 20, 2020

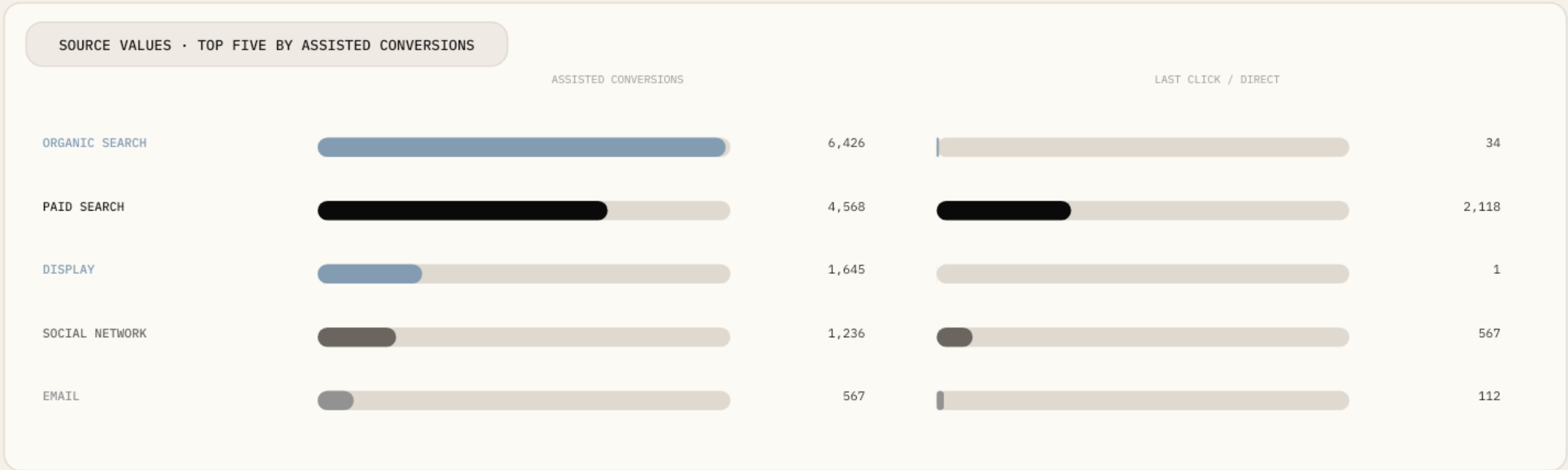
Last-click simplifies reporting. Path analysis explains influence.



Path sequence · assists · overlap · time lag

HISTORICAL UNIVERSAL ANALYTICS EVIDENCE

Influence appears when channels are allowed to assist.



HISTORICAL UNIVERSAL ANALYTICS EVIDENCE

Conversion delay changes bidding, remarketing and forecasting.

SHARE OF CONVERSIONS BY DELAY • SEPARATE SOURCE REPORT



DECISION IMPLICATIONS

BIDDING	Protect same-day value signals
REMARKETING	Sequence the 12-30 day tail
FORECAST	Model delayed value separately
CREATIVE	Match urgency to elapsed time

SOURCE SNAPSHOT WARNING

Time-lag counts total 6,075 versus 5,600 in the attribution snapshot. Percentages are shown as a separate report and are not reconciled.



/. Ads Legendary.

APPLIED ANALYTICS / MOBILE COMMERCE

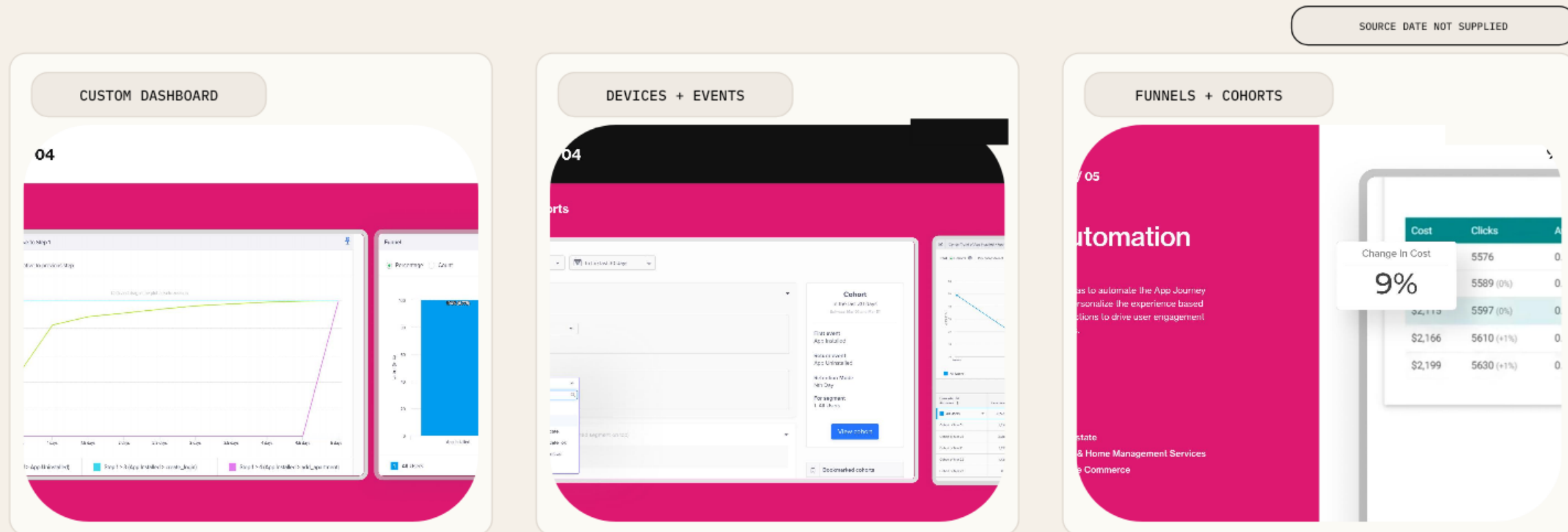
App analytics built a map from behavior to value.

Custom events, dashboards, cohorts and funnels made user behavior operable across acquisition and lifecycle decisions.

EVENTS × COHORTS × FUNNELS × JOURNEYS

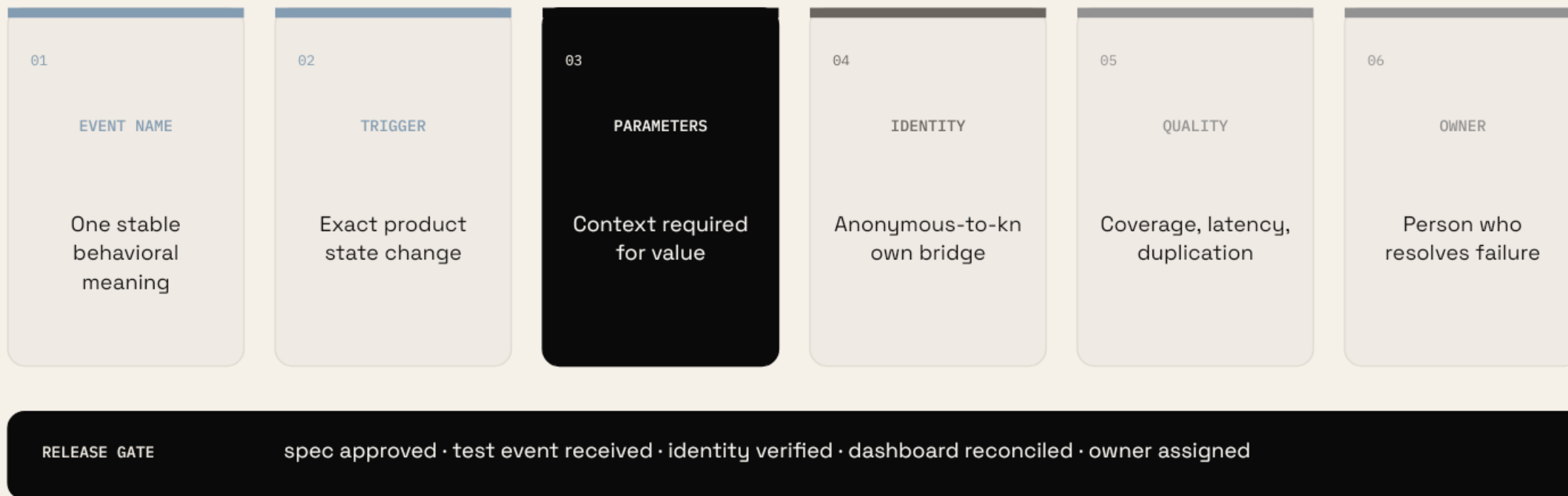
HISTORICAL APP ANALYTICS EVIDENCE

Dashboards, events and cohorts exposed different layers of behavior.



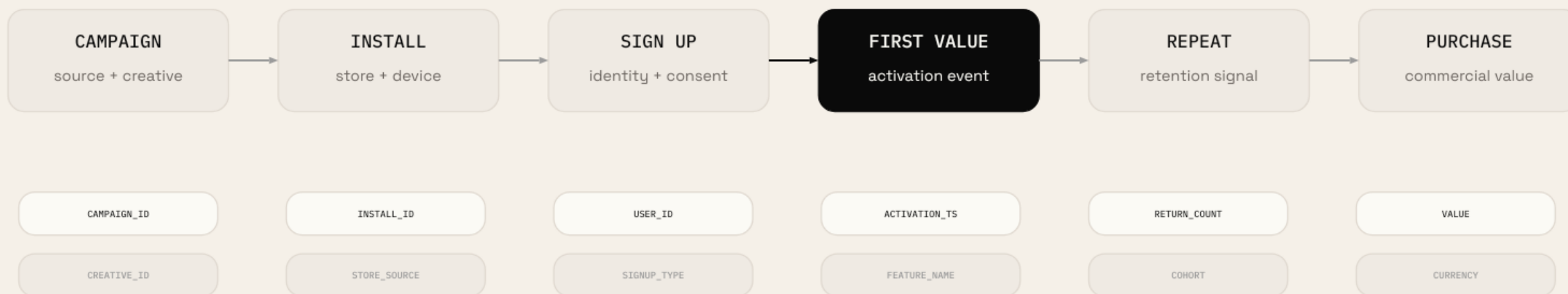
IMPLEMENTATION CONTROLS

Every app signal needs a contract before it enters a dashboard.



APP ANALYTICS / JOURNEY MAP

Campaign journeys joined acquisition context to product behavior.

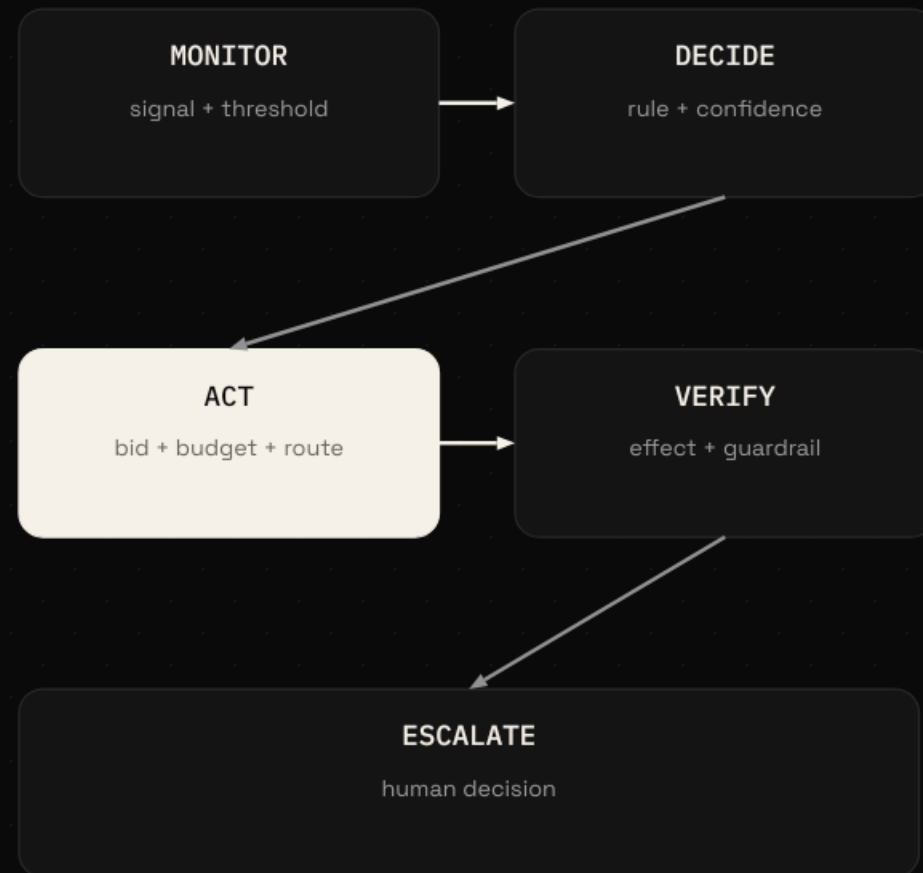


One user journey. Six operational owners. One measurement spine.

04

Automation & controls.

Automate repetitive mechanics while keeping thresholds, exceptions and commercial judgment visible.



Rules run quickly. Decision rights remain human.

DECISION RIGHTS

Good automation knows what it may do - and when it must ask.

MAY ACT

01 Pace within approved budget

02 Trigger consented journey

03 Pause on tracking failure

Material budget shift

New commercial threshold

Change to audience policy

NEVER AUTOMATE

01 Invent value assumptions

02 Bypass consent or governance

03 Hide the action history

Every action retains an owner, threshold, exception, cooling period and audit trail.

BID AUTOMATION

Rules automate the mechanics of value-based bidding.

KEYWORD

First-page bridge

Raise within CPC guardrail

CONVERSION

Conversion grabber

Increase when value signal strengthens

TARGET

CPA / ROAS optimizer

Move toward commercial threshold

TIME

Hour-of-week adjustment

Shift to proven conversion windows

GEO

Geo bid adjustment

Weight local demand + economics

DEVICE

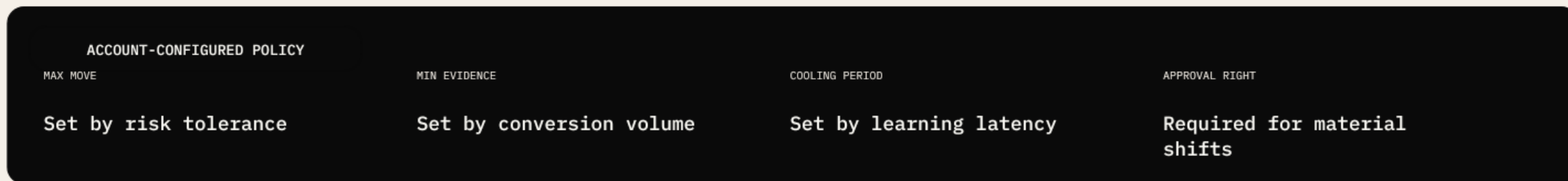
Device adjustment

Correct for device-level value

For every rule: trigger · scope · action · cap · cooling period · audit log · owner

BUDGET AUTOMATION

Budget rules must protect learning and commercial guardrails.



Automated campaign changes improved efficiency without hiding control.

- 9%

CAMPAIGN COST

+2%

CONVERSIONS

- 10%

COST PER CONVERSION

7

BUDGET-LIMITED CAMPAIGNS

SOURCE BASELINE to SELECTED RULE SCENARIO

COST

\$2,319 to \$2,115

-8.8% → rounded -9%

CONVERSIONS

454 to 462

+1.8% · rounded +2%

5.107 to 4.577

-10.4% → rounded -10%

AI-NATIVE CREATIVE EXPERIMENTATION

Scale matters only when every variation carries a hypothesis.

3,000+

AI-ASSISTED WORKING CREATIVE VARIANTS GENERATED / MONTH

This count includes working variations for testing, adaptation and localization - not 3,000 client-approved final deliverables. Final assets pass human brand, rights and finishing review.

01

CONCEPT

promise + proof

02

VARIABLE

hook + format

03

CONTEXT

audience + moment

04

DEPLOY

channel-native

05

LEARN

signal to next brief

HUMAN

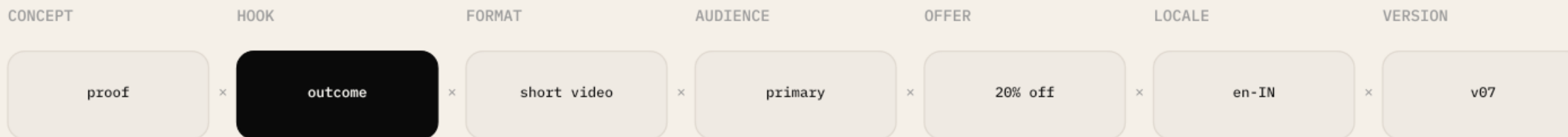
direction · taste · rights · finishing

AI

speed · variation · localization

CREATIVE TAXONOMY

Every asset should reveal what changed.



PROOF_OUTCOME_VIDEO_PRIMARY_20OFF_EN-IN_V07

TRACEABLE

Performance data returns to the exact creative variable - not just the file name.

CREATIVE PERFORMANCE LOOP

Performance data should write the next creative brief.



HOOK

3-sec hold

STORY

watch depth

PROOF

save / click

OFFER

ATC / lead

FORMAT

cost + scale

The winning unit is the learning system, not a single winning ad.

CROSS-CASE SYNTHESIS

The proof is the installed capability behind each commercial change.

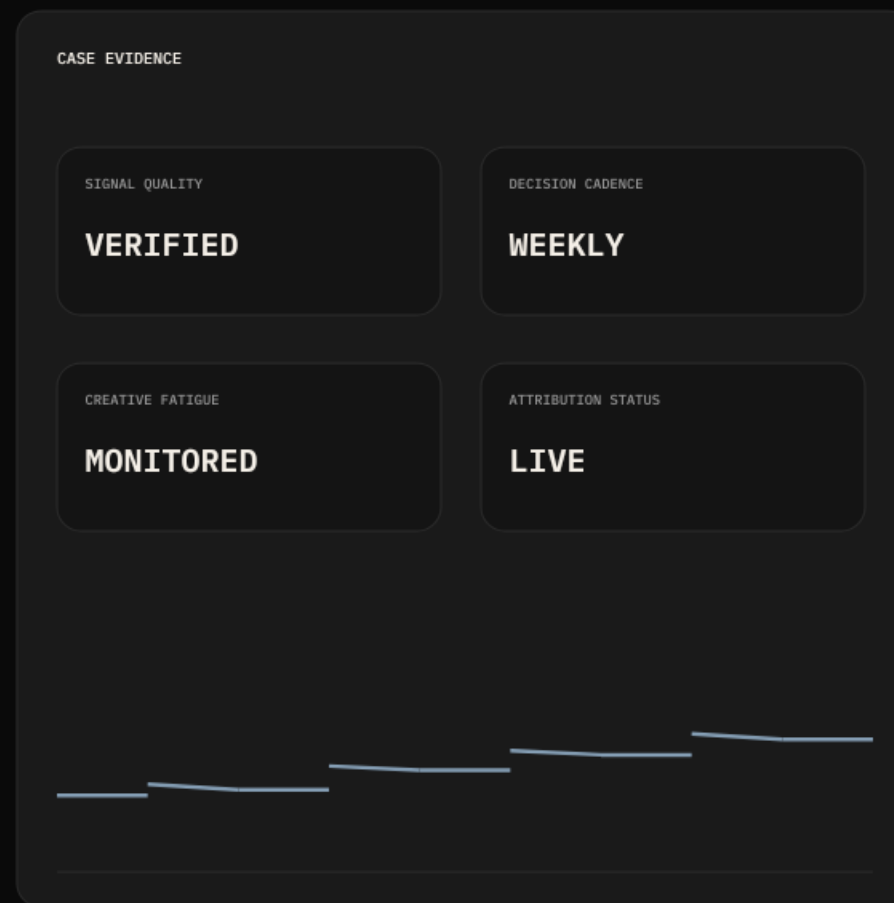
CONSTRAINT	INSTALLED CAPABILITY	COMMERCIAL EFFECT
EDTECH APP Acquisition disconnected from in-app value	SDK events + Branch attribution + campaign taxonomy	Lower acquisition cost and stronger revenue efficiency
AD AUTOMATION Manual bid and budget actions lacked control	Rules + guardrails + approval rights + audit log	Lower cost per conversion with controlled reallocation
WEB ATTRIBUTION Last-click hid channel influence	Assisted conversions + multi-path + time-lag analysis	Clearer bidding, remarketing and forecasting decisions

EdTech and ad automation outcome periods were not supplied • Web attribution evidence: Dec 1, 2019-Feb 20, 2020

08

Selected cases.

Twelve anonymized operating cases. Three pages each: overview, platform economics, changes + outcomes.



PORTFOLIO / 12 ANONYMIZED CASES

Twelve cases, one operating logic.

Each case names one commercial constraint, one installed capability and one commercial effect.

#	INDUSTRY	REGION	PRIMARY GOAL	HEADLINE MOVE
01	B2B SaaS · HR payroll	US	Qualified pipeline	-39% cost per SQL
02	D2C skincare	India	ROAS + repeat rate	-36% CAC
03	FinTech · consumer lending	India	Approved-loan value	-38% cost / disbursal
04	EdTech · K-12 app	SE Asia	Trial to paid retained	-44% CAC
05	Healthcare · telemedicine	US	D90 retained patient	-39% D90 CAC
06	Fashion marketplace	EU	Contribution ROAS + LTV	-38% CAC
07	Enterprise cybersecurity	US / UK / DE	SAL in target list	-42% cost per SAL
08	Quick commerce	India	D30 retained user	-41% retained CAC
09	Luxury hospitality	EU (South)	Direct booking + LTV	-43% booking CAC
10	Real estate portal	India	Site-visit-qualified lead	-43% cost per SVQL
11	Mobile gaming F2P	US / UK / CA / AU	D30 ROAS + payback	+31pp D30 ROAS
12	B2B payroll SaaS	EU	SQL per market	-40% cost per SQL

WORKING CASE LIBRARY · SOURCE RECONCILIATION PENDING BEFORE PUBLIC PROOF CLAIMS

Twelve founder-supplied operating cases. Read them with discipline.

The cases preserve platform-level differences and commercial context while source reconciliation is completed.

01 PLATFORM SEPARATION

Google, Meta and LinkedIn report their own conversion economics. The commercial layer synthesizes; it does not blend.

02 SPEND RECONCILIATION

Total spend is the managed budget. Platform cards show selected channel economics; unlisted tests or other media can explain the balance.

03 METRIC DISCIPLINE

A public proof claim needs a definition, baseline and operating period. Missing evidence stays visibly qualified.

04 ANONYMITY

Client names, sensitive commercial terms and identifying details remain withheld. Redaction is preferable to invention.

WORKING EVIDENCE · FOUNDER-SUPPLIED CASE SEEDS · SOURCE RECONCILIATION PENDING

01

ANONYMIZED B2B SAAS · US
HR & payroll SaaS · Series B

Cost per SQL cut 39% by making three platforms accountable to Salesforce, not to themselves.

BLENDED COST PER SQL

\$720

from \$1,180

QUALIFIED PIPELINE

\$8.4M

at 10× spend

SQL TO OPPORTUNITY

44%

from 28%

SALES CYCLE DAYS

62

from 87

THE COMMERCIAL CONSTRAINT

LinkedIn lead-form volume was high but sales acceptance sat under 20%. Google captured brand but starved non-brand. No offline conversion loop existed.

ANONYMIZED B2B SAAS · US

The account, and how each auction earned its job.

WHAT / WHO / PRICE	WHERE / WHEN	PRIMARY GOAL	TOTAL SPEND	TRACKING STACK
HR & payroll automation for 50–500 employee mid-market. \$12–\$45 per employee/month. Median ACV \$34,000. Buyer: HR Director, CFO, IT.	United States + Canada · 8-month operating window	Qualified pipeline (Sales-Accepted Opportunity value)	\$840K	Salesforce · HubSpot · GA4 · GTM server-side · Meta CAPI · LinkedIn Insight Tag + Conversions API · offline conversions imported to Google

GOOGLE ADS

Search · PMax · YouTube

SPEND

\$340K

CONVERSION

SAL

BEFORE / AFTER

Non-brand CPL \$310 → \$186 · SQL rate 22% → 41%

BIGGEST INTERVENTION

Imported CRM opportunity stages back into Google. Split brand, non-brand, competitor and solution demand. Fenced PMax with branded negatives and audience signals.

META ADS

Retargeting · Prospecting · Lead ads (limited)

SPEND

\$180K

CONVERSION

Qualified lead

BEFORE / AFTER

Qualified-lead CPA \$410 → \$245

BIGGEST INTERVENTION

Retired demographic targeting. Built a proof-led hook library (40+ variants). Deduplicated browser and server events, audited CAPI match quality.

LINKEDIN / OTHER

ABM · Matched Accounts · Thought Leader · Sponsored Content

SPEND

\$320K

CONVERSION

SQL

BEFORE / AFTER

Cost per SQL \$1,240 → \$780 · MQL→SQL 19% → 38%

BIGGEST INTERVENTION

Persona-split campaigns for HR Director, CFO and IT. Suppressed Lead Gen Forms on cold traffic; demo request became the primary conversion.

/ Ads Legendary.

ANONYMIZED B2B SAAS · US

The changes we shipped, and what moved.

MAJOR CHANGES SHIPPED

- 01 Installed a CRM-back-to-platform loop across all three channels; SAL became the primary event.
- 02 Retired demographic targeting on Meta; built a proof-led creative library judged on qualified-lead quality.
- 03 Persona-split LinkedIn with Thought Leader Ads for CFO; disabled LGF on cold audiences.
- 04 PMax scoped with negative-brand terms and first-party audience signals; recovered non-brand efficiency.
- 05 Moved attribution from last-click to a DDA + MMM hybrid; weekly commercial-truth review.

COMMERCIAL OUTCOMES

BLENDED COST PER SQL

\$720

from \$1,180

QUALIFIED PIPELINE

\$8.4M

at 10× spend

SQL TO OPPORTUNITY

44%

from 28%

SALES CYCLE DAYS

62

from 87

AVAILABLE ASSETS

Salesforce opportunity reports · LinkedIn Campaign Manager exports · GA4 funnels · creative-library sheet
· weekly ops dashboards

MUST BE HIDDEN

Client name · employee counts · ARR figures · HR sub-vertical · specific product names · sales rep identities

LEARNING

“The pipeline number moved because someone finally made LinkedIn accountable to Salesforce, not to itself.”

02

ANONYMIZED D2C SKINCARE · INDIA

Clean skincare · masstige D2C

Blended new-customer CAC cut 36% by killing the flat discount and letting creative do the work.

BLENDED NEW-CUSTOMER CAC

₹410

from ₹640

D30 REPEAT PURCHASE RATE

18%

from 11%

PROSPECTING ROAS

3.1x

from 1.9x

MARGIN PER NEW CUSTOMER

+54%

vs baseline

THE COMMERCIAL CONSTRAINT

ROAS collapsed above ₹8L/day of Meta spend. Discount dependency was masking the real offer. Google Shopping feed approval at 34%. Retargeting was cannibalising email and WhatsApp CRM.

ANONYMIZED D2C SKINCARE · INDIA

The account, and how each auction earned its job.

WHAT / WHO / PRICE	WHERE / WHEN	PRIMARY GOAL	TOTAL SPEND	TRACKING STACK
Vegan, dermatologically-tested skincare — serums, moisturizers, SPF. Target: women 22–38, Tier 1 & 2 metros. SKU range ₹499–₹1,899. AOV ₹1,240.	India · 6-month operating window	Blended contribution-margin ROAS + D30 repeat rate	₹2.4 Cr	Shopify · GA4 · Meta CAPI via Elevar (server-side) · WhatsApp conversion events · offline order-value passback · Klaviyo email CRM

GOOGLE ADS

Search · Shopping · PMax · YouTube

SPEND

₹68L

CONVERSION

Purchase (value)

BEFORE / AFTER

Non-brand ROAS 2.8x → 4.6x

BIGGEST INTERVENTION

Full feed rebuild with margin-priority scoring. Missing GTINs filled; low-margin hero SKUs demoted. PMax fenced from brand.

META ADS

Advantage+ Shopping · Prospecting · Retargeting

SPEND

₹1.42 Cr

CONVERSION

Purchase (value)

BEFORE / AFTER

Blended CPA ₹380 → ₹244 · ROAS 2.1x → 3.4x

BIGGEST INTERVENTION

Retargeting scope reduced after an incrementality holdout showed 40% over-crediting. UGC library rebuilt on hook-hold-action taxonomy; weekly winner-loser cull.

LINKEDIN / OTHER

Channel not used in this case.
Channel not used (consumer beauty)

/ Ads Legendary.

ANONYMIZED D2C SKINCARE · INDIA

The changes we shipped, and what moved.

MAJOR CHANGES SHIPPED

- 01 Killed the flat 20% new-customer discount; loyalty-repeat offer replaced it.
- 02 Feed rebuild — Shopping approval 34% → 91%, margin-weighted priority scoring installed.
- 03 Retargeting scope halved after incrementality holdout proved over-crediting.
- 04 Creative loop of 60 UGC assets per month judged on hook, hold, action and downstream margin.
- 05 Landing shifted from generic PDP to conversion-optimized bundle pages by hero SKU.

COMMERCIAL OUTCOMES

BLENDED NEW-CUSTOMER CAC

₹410

from ₹640

D30 REPEAT PURCHASE RATE

18%

from 11%

PROSPECTING ROAS

3.1x

from 1.9x

MARGIN PER NEW CUSTOMER

+54%

vs baseline

AVAILABLE ASSETS

Shopify exports · Meta Business Manager audit · GA4 · creative library · incrementality holdout report

MUST BE HIDDEN

Founder identity · exact SKU names · celebrity endorsement partners · absolute rupee revenue · loyalty program name

LEARNING

“The discount was hiding the fact that the offer was the whole product.”

03

ANONYMIZED FINTECH · INDIA
Consumer lending · personal loan app

Cost per disbursed loan cut 38% by moving the success event from install to approval-and-disbursement.

COST PER DISBURSED LOAN

₹1,340

from ₹2,180

90-DAY DEFAULT RATE (PAID COHORT)

4.9%

from 8.4%

APPROVAL RATE

14%

from 6%

APPROVED LOAN VALUE FROM PAID

₹64 Cr

in period

THE COMMERCIAL CONSTRAINT

App installs were high; approval rate 6%. Google was buying generic loan searches with no risk filter. Meta lookalikes brought in high-defaulter cohorts. MMP and bureau data had never been joined.

The account, and how each auction earned its job.

WHAT / WHO / PRICE

Personal loans ₹50K–₹5L. Median ticket ₹1.4L. Interest 12–24% p.a. by risk band. Salaried and self-employed segments.

WHERE / WHEN

India · Tier 1 and Tier 2 metros · 9-month operating window

PRIMARY GOAL

Approved & disbursed loan value on paid-acquired cohort

TOTAL SPEND

₹5.8 Cr

TRACKING STACK

Adjust MMP · GA4 (web) · bureau approval webhook · disbursement event postback · Snowflake DWH · Meta CAPI + SKAdNetwork · Google offline conversions

GOOGLE ADS

Search · App campaigns (ACi + ACe)

SPEND

₹1.9 Cr

CONVERSION

Approved loan

BEFORE / AFTER

CPI ₹34 → ₹42 (deliberate) · approval rate 6% → 13%

BIGGEST INTERVENTION

Keyword-level bureau feedback loop; generic term suppression; high-intent term protection with negative geo pockets flagged by underwriting.

META ADS

App installs · Engagement · Advantage+ App

SPEND

₹2.1 Cr

CONVERSION

Approved loan (value)

BEFORE / AFTER

CPI ₹28 → ₹38 · cost per approved loan –47%

BIGGEST INTERVENTION

First-party value events changed from install to approval. Creator content replaced the 'loan in 5 min' offer-led hook with responsible-borrowing narrative aligned to RBI comfort.

LINKEDIN / OTHER

Salaried premium risk band · Single-image · Document ads

SPEND

₹42L

CONVERSION

Approved loan

BEFORE / AFTER

Cost per approved loan ₹4,200 → ₹2,600 · approval rate 22%

BIGGEST INTERVENTION

Company + seniority filter used as a proxy for salaried premium band. Highest approval-rate channel of the three at half the volume.

/ Ads Legendary.

ANONYMIZED FINTECH · INDIA

The changes we shipped, and what moved.

MAJOR CHANGES SHIPPED

- 01 Redefined the success event across all channels from install to approved-and-disbursed.
- 02 Bureau data fed back weekly; high-defaulter geo pockets suppressed at platform level.
- 03 LinkedIn added as premium-band acquisition channel; payback in 3.2 months.
- 04 Creative on Meta moved from urgency to responsible-borrowing; complaint volume fell.
- 05 Frequency and daypart controls installed to prevent 3 a.m. high-desperation cohort.

COMMERCIAL OUTCOMES

COST PER DISBURSED LOAN

₹1,340

from ₹2,180

90-DAY DEFAULT RATE (PAID COHORT)

4.9%

from 8.4%

APPROVAL RATE

14%

from 6%

APPROVED LOAN VALUE FROM PAID

₹64 Cr

in period

AVAILABLE ASSETS

Adjust dashboard exports · bureau approval reports · disbursement CRM data · Meta creative library · campaign audits · call-quality scoring log

MUST BE HIDDEN

Bureau partner name · exact default rates by risk band · NBFC partner names · specific bureau score thresholds · underwriting rule detail

LEARNING

“Once we stopped celebrating installs, the risk team stopped hating us.”

04

ANONYMIZED EDTECH · SOUTHEAST ASIA

K-12 test-prep app · freemium

CAC cut 44% by repairing Branch + CAPI Gateway and separating parent creative from student creative.

CAC (PAID SUBSCRIBER)

\$18

from \$32

D7 ACTIVATION

41%

from 24%

TRIAL TO PAID

15%

from 8%

BLENDED MER

3.1x

from 1.8x

THE COMMERCIAL CONSTRAINT

Install cost was scaling; D7 activation collapsed. Branch was not passing purchase events back to Meta. Parents and students shared one campaign structure. iOS 14 attribution had never been repaired.

ANONYMIZED EDTECH · SOUTHEAST ASIA

The account, and how each auction earned its job.

WHAT / WHO / PRICE	WHERE / WHEN	PRIMARY GOAL	TOTAL SPEND	TRACKING STACK
College entrance test-prep app (SAT + national tests). Freemium; paid subscription \$8/month or \$69/year. Users 15–18 (students) and 35–50 (paying parents).	Indonesia + Philippines · 7-month operating window	Trial → Paid conversion + D30 retained subscribers	\$560K	Branch (MMP) · Amplitude (in-app) · GA4 (web) · Meta SDK + CAPI Gateway · App Store Connect · Firebase A/B on onboarding

GOOGLE ADS App campaigns (ACi + ACe) SPEND \$180K CONVERSION Trial start + Purchase BEFORE / AFTER CPI \$1.20 → \$1.44 · CAC \$28 → \$18 BIGGEST INTERVENTION In-app event optimization moved from install to purchase. Value-signal bidding installed once Branch fed clean events.	META ADS App promotion · Engagement · Advantage+ App SPEND \$260K CONVERSION Purchase (value) BEFORE / AFTER CAC \$22 → \$14 BIGGEST INTERVENTION Parent and student split into separate campaigns with separate creative. CAPI Gateway repaired; iOS 14 modeling restored.	LINKEDIN / OTHER Channel not used in this case. Channel not used
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/ Ads Legendary.

ANONYMIZED EDTECH · SOUTHEAST ASIA

The changes we shipped, and what moved.

MAJOR CHANGES SHIPPED

- 01 Repaired Branch + CAPI Gateway; iOS 14 attribution modeling restored.
- 02 Split parent creative (35–50, outcomes and trust) from student creative (15–18, peer proof and access).
- 03 First-value moment moved from Day 3 to first session via Firebase A/B; D7 activation +42%.
- 04 Value-optimization bidding installed on Meta using predicted-LTV band; ROAS bidding instead of tCPA.
- 05 Retargeting sequenced by cohort day rather than a single generic remarketing pool.

COMMERCIAL OUTCOMES

CAC (PAID SUBSCRIBER)

\$18

from \$32

D7 ACTIVATION

41%

from 24%

TRIAL TO PAID

15%

from 8%

BLENDED MER

3.1x

from 1.8x

AVAILABLE ASSETS

Branch dashboards · Amplitude cohort exports · App Store Connect · Meta CAPI health report · creative library · onboarding A/B log

MUST BE HIDDEN

App name · exact subscriber counts · university partnership identities · funder identity · specific curriculum vendors

LEARNING

“The install number was lying to us. Amplitude cohorts told the truth.”

05

ANONYMIZED HEALTHCARE · US
DTC telemedicine · women's health

D90-retained CAC cut 39% by rebuilding a HIPAA-safe server stack and ending the branded-search overspend.

D90 RETAINED CAC

\$108
from \$178

META ROAS ON PATIENT VALUE

2.6x
from 1.4x

SUBSCRIBED PATIENTS AT FLAT SPEND

+62%
vs prior period

TIME TO CHECKOUT (LP)

2:10
from 4:20

THE COMMERCIAL CONSTRAINT

Cost per acquired patient was rising month on month. HIPAA-safe conversion signals had never been deployed server-side. Google branded search cannibalised direct. Category-blind creative had fatigued. No LTV feedback existed for any channel.

ANONYMIZED HEALTHCARE · US

The account, and how each auction earned its job.

WHAT / WHO / PRICE	WHERE / WHEN	PRIMARY GOAL	TOTAL SPEND	TRACKING STACK
Multi-condition women's health platform — birth control, hair loss, menopause. Cash-pay and insurance mixed. \$18–\$38/month by category.	United States · multi-state licensed · 6-month operating window	D90-retained paying patient	\$1.1M	Server-side GTM · hashed PHI-safe events · Rockerbox MMM · Segment CDP · internal EMR passback · GA4

GOOGLE ADS

Search · PMax (fenced) · YouTube

SPEND

\$420K

CONVERSION

D90-retained patient

BEFORE / AFTER

Cost per patient \$86 → \$58

BIGGEST INTERVENTION

HIPAA-compliant enhanced conversions via server-side. Branded negatives fenced PMax. Condition-specific term separation replaced category-blind bidding.

META ADS

Sales · Retargeting · Video

SPEND

\$520K

CONVERSION

Subscribed patient (value)

BEFORE / AFTER

CAC \$94 → \$54

BIGGEST INTERVENTION

Hashed identity to server preserved HIPAA integrity while restoring signal quality. Creator and testimonial creative built per condition, under FTC guardrails.

LINKEDIN / OTHER

Channel not used in this case.

Channel not used (consumer)

/ Ads Legendary.

ANONYMIZED HEALTHCARE · US

The changes we shipped, and what moved.

MAJOR CHANGES SHIPPED

- 01 Built a server-side event stack with hashed emails; HIPAA retained, CAPI signal restored.
- 02 Ended category-blind creative; four condition-specific creative sets shipped weekly.
- 03 Retired PMax overspend on brand terms; branded negatives applied at the account level.
- 04 LTV feedback via Rockerbox — value bidding moved from D0 checkout to D90 retention.
- 05 Landing pages rebuilt by campaign × condition; 24 landing variants ran in parallel.

COMMERCIAL OUTCOMES

D90 RETAINED CAC

\$108

from \$178

META ROAS ON PATIENT VALUE

2.6x

from 1.4x

SUBSCRIBED PATIENTS AT FLAT SPEND

+62%

vs prior period

TIME TO CHECKOUT (LP)

2:10

from 4:20

AVAILABLE ASSETS

Rockerbox MMM reports · GA4 · creative library · landing-page test log · weekly patient-value dashboard

MUST BE HIDDEN

Client identity · clinical partner names · pharmaceutical partners · state-level enrollment numbers · telehealth provider · prescription volumes

LEARNING

“HIPAA didn't stop the signal — bad plumbing did.”

06

ANONYMIZED FASHION MARKETPLACE · EU
Multi-brand contemporary fashion · marketplace

Blended new-customer CAC cut 38% after MMM proved prospecting was under-credited by 2.6x.

BLENDED NEW-CUSTOMER CAC

€36
from €58

D30 REPEAT RATE

15%
from 8%

BLENDED ROAS

3.9x
from 2.4x

NEW-CUSTOMER LTV (YR1)

€260
from €180

THE COMMERCIAL CONSTRAINT

Meta ROAS was declining. Shopping feed approval sat at 34%. PMax was cannibalising direct-response. Too many audiences with no incrementality test. Cross-country attribution didn't exist.

ANONYMIZED FASHION MARKETPLACE · EU

The account, and how each auction earned its job.

WHAT / WHO / PRICE	WHERE / WHEN	PRIMARY GOAL	TOTAL SPEND	TRACKING STACK
Curated multi-brand marketplace, 400+ contemporary designers. AOV €180. Repeat-driven category.	Netherlands, Germany, France, Belgium, Denmark, Sweden · 6-month operating window	Contribution-margin ROAS + new-customer LTV	€1.6M	Shopify Plus · GA4 · Meta CAPI via Elevar · Rockerbox MMM · Klaviyo CRM · Segment CDP

GOOGLE ADS

Shopping · PMax · Search · Demand Gen

SPEND

€680K

CONVERSION

Purchase (value)

BEFORE / AFTER

Blended Google ROAS 3.2x → 5.1x

BIGGEST INTERVENTION

Feed rebuilt by margin band. Brand and category split. PMax scoped only to non-brand with first-party customer-list signal.

META ADS

Advantage+ Shopping · Prospecting · Creator · Retargeting

SPEND

€720K

CONVERSION

Purchase (value)

BEFORE / AFTER

CAC €48 → €32

BIGGEST INTERVENTION

Catalog health repaired. Creator video installed as TOF; product-led at MOF; offer at BOF. Retargeting overlap with email CRM cut.

LINKEDIN / OTHER

Channel not used in this case.

Channel not used (consumer)

ANONYMIZED FASHION MARKETPLACE · EU

The changes we shipped, and what moved.

MAJOR CHANGES SHIPPED

- 01

Feed rebuild — Shopping approval 34% → 91%, margin-priority scoring, missing GTINs filled.
- 02

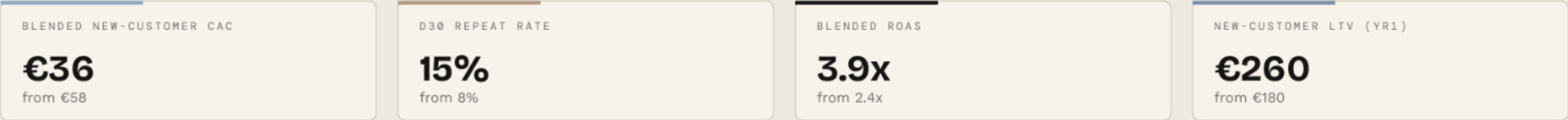
MMM overlaid on last-click showed prospecting was under-credited 2.6x; €120K/mo shifted from paid search to prospecting.
- 03

Category-blind creative retired; brand-story at TOF, product-led at MOF, offer at BOF.
- 04

PMax constrained via branded negatives and top-value customer-list feed.
- 05

Localized hook lines with shared assets across markets cut production cost 60%.

COMMERCIAL OUTCOMES



AVAILABLE ASSETS

Shopify exports · GA4 · Rockerbox MMM output · Meta feed-health report · creative library · cross-market performance grid

MUST BE HIDDEN

Actual brand roster · specific designer names · GMV · warehouse locations · funder identity · returns rate

LEARNING

“The MMM didn’t make us better — it made us braver.”

07

ANONYMIZED ENTERPRISE CYBERSECURITY · US
Endpoint & XDR platform · enterprise

Cost per Sales-Accepted Opportunity cut 42% by killing MQL bidding and running ABM to CRM stages.

COST PER SAL

\$4,900

from \$8,400

TARGET-ACCOUNT PENETRATION

26%

from 8%

ABM-INFLUENCED PIPELINE

\$58M

in period

ARR CLOSED (PAID-INFLUENCED)

\$14.2M

in period

THE COMMERCIAL CONSTRAINT

Enterprise sales cycle ran 6–9 months but campaigns optimised to MQL. Target-account penetration 8%. LinkedIn had reach but no engagement. Content downloads were never followed up inside 48 hours.

ANONYMIZED ENTERPRISE CYBERSECURITY · US

The account, and how each auction earned its job.

WHAT / WHO / PRICE	WHERE / WHEN	PRIMARY GOAL	TOTAL SPEND	TRACKING STACK
Endpoint security platform for enterprises with 1,000+ endpoints. \$60–\$180 per endpoint per year. Median deal \$340K ARR. Buyers: CISO, VP Security, Security Architects.	United States · United Kingdom · Germany · 12-month operating window	Sales-Accepted Opportunity within the target-account list	\$2.1M	Salesforce · Marketo · 6sense (intent) · Bombora · LinkedIn Conversions API · GA4 · offline conversions into Google + LinkedIn

GOOGLE ADS Search (brand + competitor + narrow non-brand) · YouTube SPEND \$460K CONVERSION SAL BEFORE / AFTER Cost per SAL \$2,400 → \$1,480 · brand SoV held at 78% BIGGEST INTERVENTION Offline conversion loop for pipeline stage. Negative-keyword-heavy build. Competitor conquest under legal review.	META ADS Retargeting for content nurture SPEND \$180K CONVERSION Known-account contact BEFORE / AFTER Cost per known-account touch \$84 → \$52 BIGGEST INTERVENTION Small, surgical. Thought-leader video for VP+ audience; no cold acquisition on Meta.	LINKEDIN / OTHER Matched Accounts · ABM · Sponsored Content · Thought Leader · Message Ads SPEND \$1.2M CONVERSION SAL BEFORE / AFTER Cost per SAL \$6,800 → \$4,100 · account penetration 8% → 24% BIGGEST INTERVENTION 6sense + Bombora intent overlay drove bid multipliers on in-market accounts. Lead Gen Forms retired from cold; demo request preserved friction.
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/ Ads Legendary.

ANONYMIZED ENTERPRISE CYBERSECURITY · US

The changes we shipped, and what moved.

MAJOR CHANGES SHIPPED

- 01 Killed generic MQL bidding across all three; SAL became the primary optimisation event.
- 02 6sense + Bombora intent overlay drove ABM bid multipliers on in-market accounts.
- 03 LinkedIn LGF retired from cold traffic; gated demo request became the qualifying route.
- 04 Speed-to-lead cut to under 4 minutes via Salesforce automation to SDR call queue.
- 05 Thought Leader Ads featuring the CISO generated 3.4× engagement of standard branded posts.

COMMERCIAL OUTCOMES

COST PER SAL

\$4,900

from \$8,400

TARGET-ACCOUNT PENETRATION

26%

from 8%

ABM-INFLUENCED PIPELINE

\$58M

in period

ARR CLOSED (PAID-INFLUENCED)

\$14.2M

in period

AVAILABLE ASSETS

Salesforce opportunity reports · 6sense dashboards · LinkedIn Campaign Manager exports · GA4 attribution model · creative library · CISO video assets

MUST BE HIDDEN

Client identity · specific target accounts · sales team size · ARR baselines · direct competitor names used in creative · intent-vendor threshold values

LEARNING

“We stopped counting form fills. Sales stopped ignoring the meeting invites.”

08

ANONYMIZED QUICK COMMERCE · INDIA
10-minute grocery delivery · dark-store QC

D30 retained CAC cut 41% by excluding existing users from paid and pricing acquisition per city.

D30 RETAINED CAC

₹224

from ₹380

D30 RETENTION

24%

from 14%

D90 3-ORDER RATE

19%

from 8%

CONTRIBUTION MARGIN PER USER

+58%

vs baseline

THE COMMERCIAL CONSTRAINT

Discount-led acquisition inflated CAC. D30 retention 14%. Meta cost was climbing in every new city. Google App campaigns were spending on returning users. City-blind media plan.

ANONYMIZED QUICK COMMERCE · INDIA

The account, and how each auction earned its job.

WHAT / WHO / PRICE	WHERE / WHEN	PRIMARY GOAL	TOTAL SPEND	TRACKING STACK
10-minute grocery and essentials. AOV ₹340. Thin margin; retention is the P&L. Metro-only footprint.	Bangalore, Mumbai, Delhi, Hyderabad · 5-month operating window	D30-retained user + contribution margin per acquired user	₹4.2 Cr	Appsflyer MMP · Amplitude (cohorts) · GA4 (web) · Snowflake DWH · Meta CAPI · SKAdNetwork (iOS)

GOOGLE ADS App campaigns (ACi + ACe) · Search SPEND CONVERSION ₹1.4 Cr Second order (D30) BEFORE / AFTER CPI ₹52 → ₹38 · D30 retained CAC ₹340 → ₹210 BIGGEST INTERVENTION In-app subsequent-order optimization installed. City-level bidding and creative. First-order category steering into higher-LTV baskets.	META ADS App promotion · Retargeting (existing-user excluded) SPEND CONVERSION ₹1.9 Cr Repeat purchase (value) BEFORE / AFTER CPI ₹44 → ₹34 · cost per repeat ₹410 → ₹224 BIGGEST INTERVENTION Existing users excluded from paid; MMP audit showed 22% of paid installs were reinstalls. City-level creative shipped weekly.	LINKEDIN / OTHER Channel not used in this case. Channel not used
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/ Ads Legendary.

ANONYMIZED QUICK COMMERCE · INDIA

The changes we shipped, and what moved.

MAJOR CHANGES SHIPPED

- 01 Excluded existing users from all paid; MMP audit showed 22% of paid installs were reinstalls.
- 02 City-level media plan with per-city CAC caps; Bangalore, Mumbai, Delhi and Hyderabad priced separately.
- 03 First-order category steering — grocery-first cohorts had 2.4× the LTV of snack-first.
- 04 Retention creative served post-install by inactivity trigger via CRM.
- 05 Retired the flat ₹100-off new-user offer; category-specific bundles replaced it.

COMMERCIAL OUTCOMES

D30 RETAINED CAC

₹224

from ₹380

D30 RETENTION

24%

from 14%

D90 3-ORDER RATE

19%

from 8%

CONTRIBUTION MARGIN PER USER

+58%

vs baseline

AVAILABLE ASSETS

Appsflyer exports · Amplitude cohorts · GA4 · creative library · weekly per-city dashboards · reinstall audit

MUST BE HIDDEN

City-level order volumes · dark-store count · funder identity · exact take rate · driver economics · rider payout structure

LEARNING

“The city map is not the country. We priced acquisition like it was.”

09

ANONYMIZED BOUTIQUE HOSPITALITY · EU
Independent luxury hotel group · 7 properties

Direct-booking CAC cut 43% and OTA share moved from 68% to 51% by winning back branded search from OTAs.

DIRECT-BOOKING CAC

€48
from €84

OTA SHARE OF BOOKINGS

51%
from 68%

REVPAR FROM DIRECT CHANNEL

+18%
vs baseline

GUEST LTV (2-YEAR)

+34%
vs baseline

THE COMMERCIAL CONSTRAINT

OTAs bid on the group's brand terms unchecked. Direct-booking CAC ballooned during search competition. Meta creative treated as generic hospitality stock. No CRM feedback for guest LTV.

ANONYMIZED BOUTIQUE HOSPITALITY · EU

The account, and how each auction earned its job.

WHAT / WHO / PRICE	WHERE / WHEN	PRIMARY GOAL	TOTAL SPEND	TRACKING STACK
Seven independent boutique properties. ADR €380–€1,200. RevPAR €480. Guest mix: leisure premium, MICE, anniversary/celebration.	Italy, Spain, Greece (properties) · target markets US, UK, DE, FR · 9-month operating window	Direct bookings + margin per stay + guest LTV	€960K	SiteMinder · Cloudbeds PMS · GA4 · Meta CAPI · Northbeam MMM · Klaviyo (guest CRM) · hashed-email match to platforms

GOOGLE ADS

Search (brand defence + destination) · Hotel Ads · PMax (fenced) · YouTube

SPEND

€460K

CONVERSION

Direct booking (value)

BEFORE / AFTER

Direct-booking cost €68 → €41 · brand SoV vs OTAs 22% → 44%

BIGGEST INTERVENTION

Brand-bid protection enforced. Legal and platform-side rate parity applied to OTAs. Repeat guest weighted 3x via offline conversion.

META ADS

Prospecting · Retargeting · Reels UGC · Advantage+ Shopping (catalog of stays)

SPEND

€340K

CONVERSION

Direct booking (value)

BEFORE / AFTER

Direct-booking CAC €82 → €54

BIGGEST INTERVENTION

Trip-motivation segmentation replaced demographic. Cinematic 15-sec property films built as Reels; 3.4x hook rate over stock hospitality creative.

LINKEDIN / OTHER

Executive travel · Sponsored Content · Document ads

SPEND

€62K

CONVERSION

MICE RFQ

BEFORE / AFTER

Cost per RFQ €340 → €210

BIGGEST INTERVENTION

Corporate travel targeting for MICE segment; document ads carried the venue capabilities pack.

/ Ads Legendary.

ANONYMIZED BOUTIQUE HOSPITALITY · EU

The changes we shipped, and what moved.

MAJOR CHANGES SHIPPED

- 01 Reclaimed branded search from OTAs — 40% higher CPC bid on brand plus enforced rate parity.
- 02 Segmented by trip motivation, not demographic — anniversary, family, solo-luxury and MICE ran separately.
- 03 Cinematic Reels/TikTok creative — 15-sec property films replaced stock hospitality treatment.
- 04 LTV feedback via Northbeam; repeat guest weighted 3× in Google bidding via offline conversions.
- 05 Meta Shopping catalog of property × room × season enabled dynamic retargeting for abandoners.

COMMERCIAL OUTCOMES

DIRECT-BOOKING CAC

€48

from €84

OTA SHARE OF BOOKINGS

51%

from 68%

REVPAR FROM DIRECT CHANNEL

+18%

vs baseline

GUEST LTV (2-YEAR)

+34%

vs baseline

AVAILABLE ASSETS

SiteMinder + Cloudbeds PMS data · GA4 · Northbeam MMM · Meta catalog health · creative library (property films) · brand SoV report

MUST BE HIDDEN

Actual property names · precise country distribution · owner identity · exact night counts · ADR by property · MICE client list · OTA contract terms

LEARNING

“The OTAs weren’t stealing bookings — we were letting them bid on our own name.”

10

ANONYMIZED REAL ESTATE PORTAL · INDIA
Residential real estate marketplace · new launches

Cost per Site-Visit-Qualified Lead cut 43% by adding friction to forms and getting developer CRM data back.

COST PER SVQL

₹2,180

from ₹3,800

SVQL CONVERSION RATE

14%

from 6%

BOOKING-QUALIFIED LEADS AT FLAT SPEND

+138%

vs baseline

DEVELOPER NPS TO PORTAL

51

from 22

THE COMMERCIAL CONSTRAINT

Portal delivered lead volume but only 6% converted to a site visit. Developer partners were missing CAC benchmarks. Meta lead-form volume was inflated with tyre-kickers. Google was buying generic real-estate terms. Developer CRM data never made it back to the portal.

ANONYMIZED REAL ESTATE PORTAL · INDIA

The account, and how each auction earned its job.

WHAT / WHO / PRICE	WHERE / WHEN	PRIMARY GOAL	TOTAL SPEND	TRACKING STACK
New-launch residential apartment leads sold to developer partners. Portal charges ₹6,000–₹14,000 per site-visit lead depending on project ticket size. Ticket size ₹80L–₹4.5Cr.	India · Bangalore, Hyderabad, Pune · 8-month operating window	Site-Visit-Qualified Lead (SVQL) at benchmark cost	₹3.6 Cr	Salesforce (portal-side) · developer CRM webhook · Ozonetel call tracking · GA4 · Meta CAPI · in-house DWH

GOOGLE ADS

Search · Discovery · PMax · YouTube

SPEND

₹1.4 Cr

CONVERSION

SVQL

BEFORE / AFTER

Cost per SVQL ₹4,200 → ₹2,400

BIGGEST INTERVENTION

Project-name and micro-market segmentation. Aggressive negative-keyword build. Generic real-estate term suppression.

META ADS

Lead forms (high-friction) · Traffic · Video

SPEND

₹1.6 Cr

CONVERSION

SVQL

BEFORE / AFTER

Cost per SVQL ₹3,600 → ₹2,100

BIGGEST INTERVENTION

High-friction forms replaced low-friction; budget-band separation. Video creative dropped the hard sell — 3D walkthrough hook, 42% hook rate.

LINKEDIN / OTHER

Premium projects only (>₹3Cr ticket) · senior professionals

SPEND

₹18L

CONVERSION

SVQL

BEFORE / AFTER

Cost per SVQL ₹8,400 (premium band)

BIGGEST INTERVENTION

Pilot channel for premium ticket sizes; company + seniority filter as proxy for buying capacity.

/ Ads Legendary.

ANONYMIZED REAL ESTATE PORTAL · INDIA

The changes we shipped, and what moved.

MAJOR CHANGES SHIPPED

- 01 Replaced low-friction forms with high-friction — added budget, timeline, financing questions.
- 02 Developer CRM webhook installed; site-visit event postback enabled value optimization on Google and Meta.
- 03 Project-level micro-market segmentation — 60+ project campaigns replaced city-blind builds.
- 04 Call tracking + weekly SDR call-quality scoring; 100 calls per week reviewed.
- 05 Video creative shifted from hard-sell offer to 3D walkthrough hook — hook rate 42%.

COMMERCIAL OUTCOMES

COST PER SVQL

₹2,180

from ₹3,800

SVQL CONVERSION RATE

14%

from 6%

BOOKING-QUALIFIED LEADS AT FLAT SP

+138%

vs baseline

DEVELOPER NPS TO PORTAL

51

from 22

AVAILABLE ASSETS

Salesforce portal reports · developer CRM callback logs · GA4 · call-tracking data · creative library (3D walkthroughs) · call-quality scoring log

MUST BE HIDDEN

Developer partner identities · project names · unit counts · revenue per developer partnership · portal identity · commission structure

LEARNING

“Developers pay for site visits. We were selling them clicks.”

11

ANONYMIZED MOBILE GAMING · US
Casual match-3 puzzle · F2P with IAP

D30 ROAS moved from 41% to 72% by rebuilding the SKAN conversion-value schema around ARPPU bands.

D30 ROAS

72%
from 41%

D30 RETENTION

27%
from 18%

ARPPU

\$36
from \$28

PAYBACK WINDOW (DAYS)

54
from 108

THE COMMERCIAL CONSTRAINT

UA CPI was climbing month on month. D7 retention 18%. D30 ROAS payback stretched past 90 days. Meta value optimization was blind to IAP. SKAdNetwork iOS obscured cohort quality.

ANONYMIZED MOBILE GAMING · US

The account, and how each auction earned its job.

WHAT / WHO / PRICE	WHERE / WHEN	PRIMARY GOAL	TOTAL SPEND	TRACKING STACK
Free-to-play match-3 puzzle. Monetization via in-app purchases (avg ARPPU \$34) and rewarded video. Casual audience, mixed age.	US, UK, Canada, Australia · 4-month operating window	D30 ROAS + payback window under 60 days	\$1.4M	Adjust MMP · Amplitude (in-app) · SKAdNetwork conversion values · Meta AEM + CAPI · GameAnalytics · Firebase A/B (Level 15 monetization moment)

GOOGLE ADS

App campaigns (ACi + ACe with tROAS)

SPEND

\$340K

CONVERSION

In-app purchase (value)

BEFORE / AFTER

CPI \$1.80 → \$2.10 (better cohort) · D30 ROAS 42% → 68%

BIGGEST INTERVENTION

In-app purchase-value events fed to Google. ARPU-band bidding installed via tROAS. First-value moment repositioned.

META ADS

App Advantage+ · Reels · Playable · Value-optimized

SPEND

\$920K

CONVERSION

In-app purchase (value)

BEFORE / AFTER

CPI \$1.20 → \$1.44 · D30 ROAS 38% → 71%

BIGGEST INTERVENTION

Playable library scaled to 40 units/month judged on the first move. Advantage+ audience with value optimization replaced lookalike prospecting — beat it by 44%.

LINKEDIN / OTHER

Channel not used in this case.

Channel not used

/ Ads Legendary.

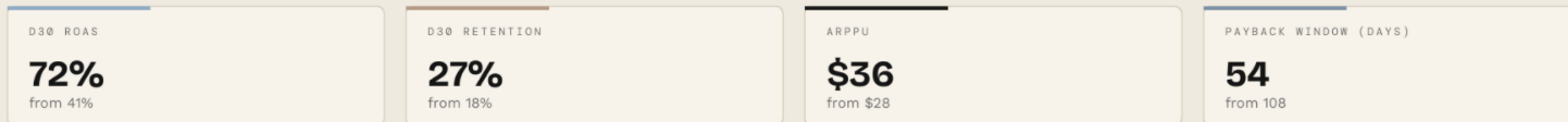
ANONYMIZED MOBILE GAMING · US

The changes we shipped, and what moved.

MAJOR CHANGES SHIPPED

- 01 Rebuilt the SKAdNetwork conversion-value schema — 63 postback windows mapped to ARPPU bands, not install completion.
- 02 Scaled the playable ad library to 40 units/month; hook = the first move.
- 03 First-value moment moved from Level 8 to Level 4 in onboarding A/B; D7 retention +9pp.
- 04 Predicted-LTV model piped Amplitude → Adjust → Meta value optimization; bidding read D7 pLTV.
- 05 Retired lookalike prospecting on Meta; Advantage+ audience with value optimization beat it by 44%.

COMMERCIAL OUTCOMES



AVAILABLE ASSETS

Adjust dashboards · Amplitude cohorts · SKAdNetwork schema doc · playable library · creative library · Firebase A/B log

MUST BE HIDDEN

Game name · exact DAU/MAU · publisher identity · top playables (competitive) · specific ARPPU bands · monetization curve detail

LEARNING

“SKAN didn't blind us — we just kept reading the wrong postbacks.”

12

ANONYMIZED B2B PAYROLL SAAS · EU
HR & payroll compliance · mid-market

Cost per SQL cut 40% and DE pipeline share tripled by localizing proof, not just language.

BLENDED COST PER SQL

€740

from €1,240

QUALIFIED PIPELINE

€7.8M

in period

MQL TO SQL

34%

from 18%

DE PIPELINE SHARE OF TOTAL

34%

from 12%

THE COMMERCIAL CONSTRAINT

LinkedIn spend was growing but SQL rate sat at 18%. German buyers required different proof from Dutch buyers. Google was not localized properly. Cross-border attribution didn't exist. Consent Mode was not deployed cleanly.

ANONYMIZED B2B PAYROLL SAAS · EU

The account, and how each auction earned its job.

WHAT / WHO / PRICE	WHERE / WHEN	PRIMARY GOAL	TOTAL SPEND	TRACKING STACK
Payroll compliance and workforce management for mid-market (50–250 employees). €8–€16 per employee per month. Median ACV €38,000. Buyer: CFO, HR Director, Payroll Manager.	Netherlands, Germany, France, Belgium · 10-month operating window	Qualified pipeline in target segment · per market	€680K	HubSpot CRM · GA4 EU-compliant server-side · LinkedIn Conversions API · Meta CAPI with GDPR consent gate · Consent Mode v2 · Segment CDP

GOOGLE ADS

Search · PMax (fenced) · YouTube

SPEND

€220K

CONVERSION

SQL

BEFORE / AFTER

Cost per SQL €880 → €560

BIGGEST INTERVENTION

Country-level campaign build. Brand and compliance-specific term separation. Offline conversions from HubSpot restored the loop.

META ADS

Retargeting · Video (Reels)

SPEND

€140K

CONVERSION

Known-account touch

BEFORE / AFTER

Cost per known-account touch €38 → €22

BIGGEST INTERVENTION

No cold acquisition on Meta. Thought-leader video for CFO persona on Reels. Consent-gated CAPI restored signal under GDPR.

LINKEDIN / OTHER

Matched Accounts · ABM · Sponsored Content · Thought Leader · Conversation Ads · LGF (limited)

SPEND

€320K

CONVERSION

SQL

BEFORE / AFTER

Cost per SQL €1,120 → €710 · MQL→SQL 18% → 34%

BIGGEST INTERVENTION

Country-specific ad accounts. DE creative led on statutory compliance proof; FR led on HR ROI; NL led on integration story. LGF cut to 20% of budget.

/ Ads Legendary.

ANONYMIZED B2B PAYROLL SAAS · EU

The changes we shipped, and what moved.

MAJOR CHANGES SHIPPED

- 01 Consent Mode v2 + server-side stack installed; modeled conversions restored the signal under GDPR.
- 02 Country-split ad accounts — DE creative led on statutory compliance proof, FR on HR ROI, NL on integration story.
- 03 LinkedIn LGF reduced to 20% of budget; high-friction demo request became the primary conversion.
- 04 HubSpot pipeline stages fed back to all three platforms weekly.
- 05 CFO-persona Thought Leader Ads on LinkedIn — 4.1x engagement of standard branded posts.

COMMERCIAL OUTCOMES

BLENDED COST PER SQL

€740

from €1,240

QUALIFIED PIPELINE

€7.8M

in period

MQL TO SQL

34%

from 18%

DE PIPELINE SHARE OF TOTAL

34%

from 12%

AVAILABLE ASSETS

HubSpot reports · LinkedIn Campaign Manager exports · GA4 (Consent Mode v2) · creative library by country · CFO thought-leader assets

MUST BE HIDDEN

Client identity · employee counts · ARR figures · direct competitors named in creative · specific compliance regulations referenced · sales team country splits

LEARNING

“The German buyer doesn't hate marketing — they hate marketing that didn't do its homework.”

PUBLISHED COMMERCIAL MODEL

The price is 4%. We publish it because we mean it.

CORE · RECOMMENDED

4%

OF AD SPEND

\$25,000 / MONTH MINIMUM

Full performance engine · senior pod · server-side tracking · live dashboard · creative testing · measurement

STARTUP

\$1,200

PER MONTH OR 4%

WHICHEVER IS HIGHER

Single-channel focus · core tracking · monthly optimization cadence · path to Core

CREATIVE POWERUPS

\$999+

PER MONTH

IMAGES OR IMAGES + VIDEO

30 creatives / month · optional video production · briefed from account evidence · delivered test-ready

CLIENT RETAINS ACCOUNTS, DATA, IP, ASSETS AND OPERATING DOCUMENTATION.

THE COMMERCIAL NEXT STEP

Bring us one media constraint.

We will map the evidence, define the system and return a practical operating plan
- then build, operate or embed only where the problem requires it.

SENIOR MEDIA OPERATORS

4% OF SPEND

BUILT TO OPERATE WITH YOUR TEAM

BOOK A CALL

adslegendary.com