

Monday  
October 14

Tuesday  
October

Wednesday

# SUNSAMA

Scaled from 0 to 6 figure ARR in 2 months  
Increased end to end funnel conversion rate by 3x in 1 month  
Decreased CAC by 56% in 2 months

6

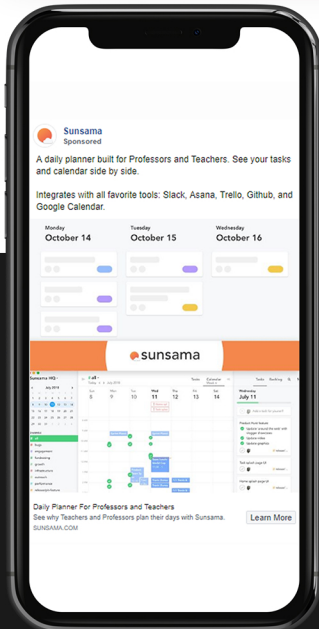
Scaled from 0 to 6 figure  
ARR in 2 months

56%

CAC decreased in  
2 months

3x

Increased end to end  
funnel conversion rate  
in 1 month



## THE PROBLEM

Sunsama had just raised their seed round of funding when coming to us. They had a very small user base, mainly from organic growth and press. They hadn't run any ad channels and wanted to explore / test a few out in order to get customers in to grow revenue.

## THE SOLUTION

Because Sunsama is a sort of B2B solution, we decided to start with Google Ads. We quickly realized that the product would do better on discovery instead of via an intent based PPC strategy so we switched gears to Facebook ads. The goal was to sell to busy people, many with a tech background given the tools Sunsama integrated with.

The first thing we did was examine the funnel and test a number of events to optimize one. We quickly found that optimizing for a down funnel even like Start Trial instead of just a Lead form yielded the highest converting and highest revenue customers. Note that in this scenario the cost per lead was technically higher than optimizing for lead form fills, but the conversion down funnel was dramatically higher making optimizing on this even more profitable.

Creative played a huge role in this as Sunsama hadn't built out many if any ads. We made explainer videos and motion graphics to aid in the discovery of products. Because Sunsama integrated with a number of other tools like Asana, we initially optimized for users of these products, but quickly realized founder-based and tech related audiences worked way better, especially with our creative, so we switched to this.

The result is a 0 to 6 figure ARR in just 2 months. We increased end to end funnel conversion rate by 3x in the first month and decreased our initial customer acquisition costs by 56% at the end of the second month.

## THE RESULT

*Scaled from 0 to 6 figure ARR in 2 months  
Increased end to end funnel conversion rate by 3x in 1 month  
Decreased CAC by 56% in 2 months*