

How a Funnel-Based PPC Strategy Drove 40% Growth in Subscriptions

Google Ads

Facebook

In accordance with a non-disclosure agreement, we are unable to reveal the client's name or brand.

The AI-powered platform [NDA] enables businesses to create and deploy intelligent virtual assistants for customer support and engagement. Designed for ease of use, it allows users to manage and deploy virtual agents **without technical expertise**. These assistants can handle customer inquiries, process tasks like bookings or orders, and provide personalized experiences across various channels.

With a focus on solving real customer problems and rapid development, the platform has gained widespread adoption among businesses globally. Committed to security and compliance, it continues to transform customer support experiences on a global scale.

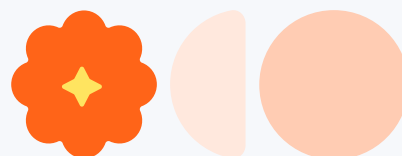
The Challenge: Scaling While Controlling Costs



A common challenge many projects face is how to continue acquiring new clients (subscribers, in our case) when further scaling is limited by CPA constraints.

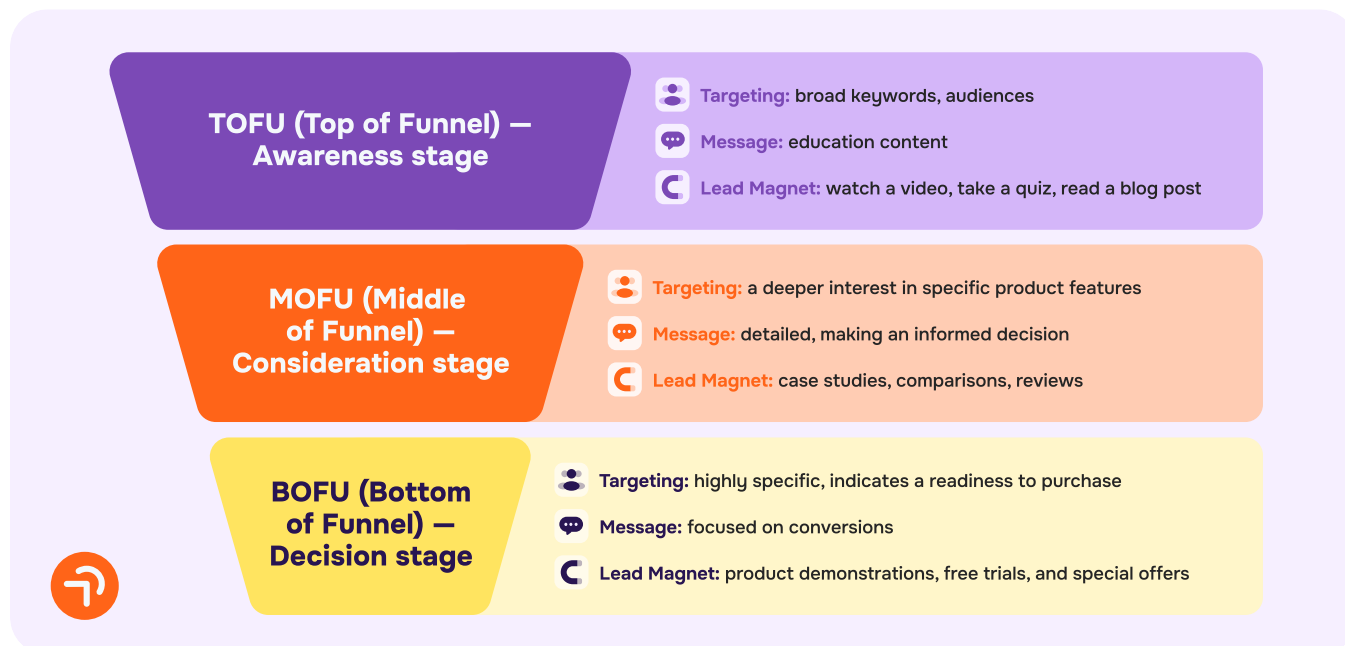
This situation requires strategies beyond direct conversion optimization. One effective approach is to invest in top-of-funnel tactics to build brand awareness and broaden the audience – thereby creating a stronger pipeline for downstream conversions.

Strategic Approach: Structuring PPC Campaigns by Funnel Stage



To drive full-funnel growth, we recommended a **layered PPC strategy** aligned with the buyer's journey:

- **TOFU:** Build awareness and attract a broad audience with engaging content
- **MOFU:** Retarget and educate users who engaged at TOFU to nurture interest and build consideration.
- **BOFU:** Target users ready to convert with focused ads emphasizing product benefits and offers.

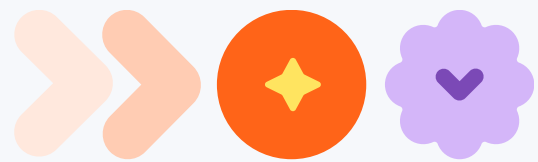


As a team, we had built solid middle- and bottom-funnel campaigns for the client, effectively driving conversions and maximizing trial-to-paid user flows. To scale further, we had to find a way to grow without increasing our CPA.

To address this, we shifted focus to expanding top-of-funnel activities. TOFU campaigns help increase brand awareness and reach new potential users who have not yet interacted with the product, which is essential to generate a larger pool of prospects for middle- and bottom-funnel campaigns to engage later.

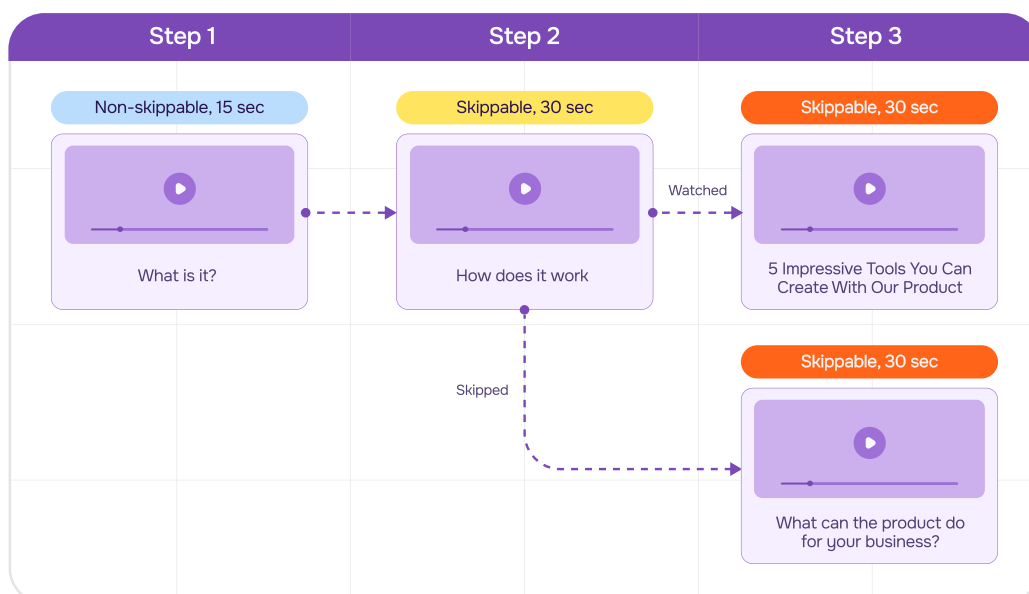
In practice, TOFU accounted for a modest share of the overall budget—around 5%—allowing us to grow reach and awareness with a low financial risk, while laying a foundation for sustainable downstream conversions.

Execution: TOFU Video Ad Sequence for [NDA]



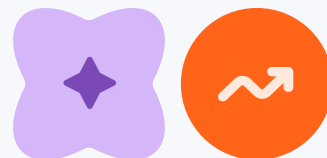
We launched a sequential TOFU video campaign, designed to guide audiences through progressively deeper engagement with [NDA]:

- 1. What is it?** A 15-second non-skippable in-stream ad presenting core product info – aimed at broad awareness.
- 2. How does it work?** A 30-second skippable ad explaining target users and features; shown to all who saw the first video.
- 3. What can you do with it?** A 30-second skippable video illustrating practical applications; shown to viewers who engaged with the second video.
- 4. What can the product do for your business?** A 30-second skippable ad shown to those who skipped the second step, highlighting business benefits in a different way.



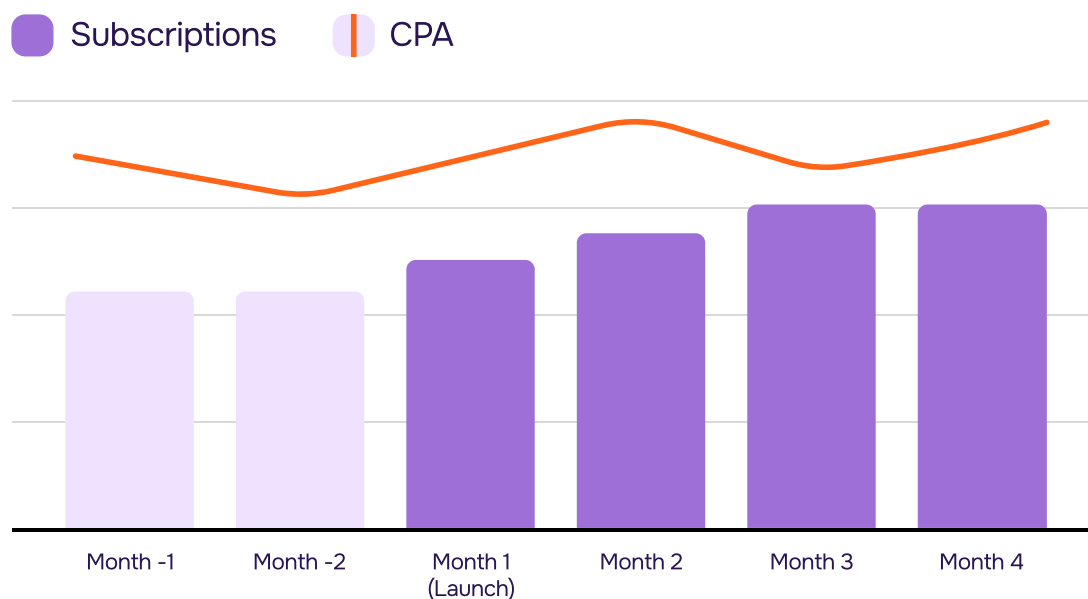
By designing this multi-touch video journey, we captured attention, addressed varying levels of audience interest, and gradually warmed up prospects for MOFU and BOFU campaigns.

Results: The Power of a Funnel-Based PPC Strategy in Action

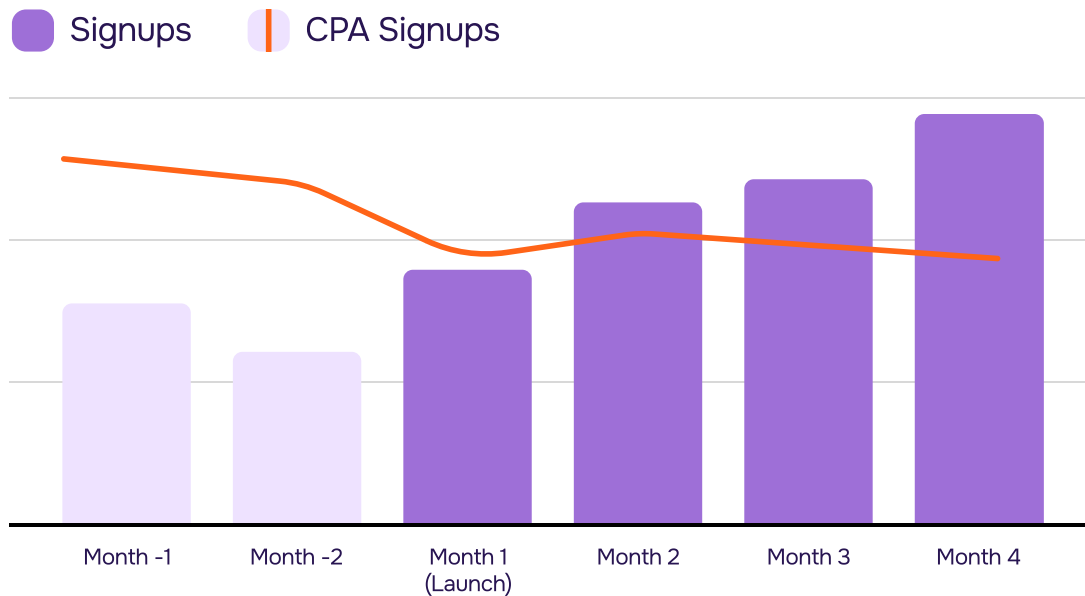


MOFU & BOFU: Driving Conversions and Remarketing Success

- **Branded Subscriptions:** With the enriched audience base from TOFU, brand campaigns saw a **40% increase in subscriptions** by month 3, showing how top-funnel nurturing feeds into brand loyalty and engagement.



- **Signups Growth:** Most critically, signups – representing the first direct interaction with the product – **increased by 71%**, significantly enlarging the pool of potential paying users.
- **Remarketing List Enrichment:** The larger and more engaged audience from TOFU and MOFU enabled more effective remarketing.



Cost and Performance Stability

- **CPA Trends:** Despite the expanded funnel and increased volumes, CPA increased by only **8% on average**, remaining well within the targets. This balance is a strong signal that funnel investment can scale user acquisition without sacrificing cost-efficiency.
- **Consistent Monthly Growth:** Brand traffic increased by approximately **30% per month** on average, with signups and subscriptions growing by **10–15% monthly**, showing steady momentum rather than spikes, which indicates a sustainable growth pattern.

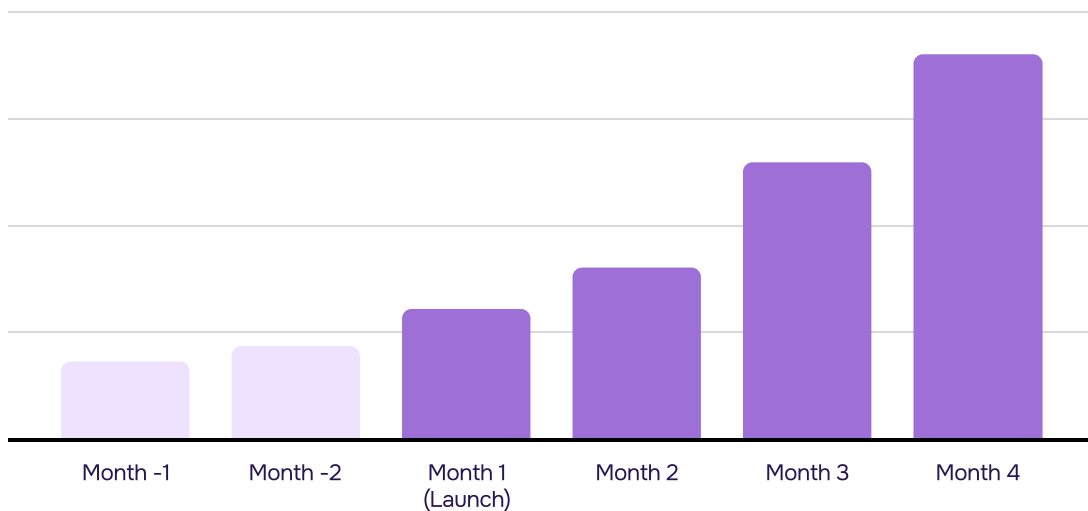
TOFU Impact: Audience Expansion and Engagement

- **Impressions and Reach:** The sequential video campaign generated a steady increase in impressions month over month, starting with a solid initial reach and growing by over **3x** by month 2.
- **Engagement Rates:** Interaction rates remained strong, averaging around **30%**, which is exceptionally high for TOFU video ads, indicating that the creative and messaging resonated well with the target audience.
- **Cost Efficiency:** Despite increased scale, the cost per engagement remained low, highlighting efficient use of ad spend to maximize audience touchpoints.

Audience Growth and Subscription Surge

- Over the first 90 days, the client's **channel subscriptions increased by 147%**, reflecting a surge in users interested enough to subscribe and receive ongoing updates.

Subscribers Over Time



Conclusion



Our collaboration with the advanced AI platform [NDA] clearly demonstrates that a well-structured funnel-based PPC strategy is essential in competitive SaaS marketing

Focusing only on immediate conversions ignores the vital role of awareness and engagement in building a scalable, efficient customer acquisition machine.

By aligning campaign design and messaging to funnel stages, marketers unlock stronger brand presence, healthier remarketing pools, and ultimately, better ROI.