

CASE STUDY

Full-Stack Growth Overhaul: 3.5× ARR for a YC-Backed AdTech Platform.

A Y Combinator-backed AdTech platform had the product but not the growth engine. RCKT's founder stepped in to rebuild the entire go-to-market, repositioning the brand, standing up demand generation and PLG motions, redesigning the customer experience, launching a partner channel, and overhauling revenue operations.

The results compounded fast: 3.5× ARR growth, 587% increase in leads, 495% organic traffic surge, 3–4x lift in partner-driven pipeline, \$1.5M in marketing-attributed PLG revenue, and churn cut from 7% to 3%. That system, the interconnected playbook across positioning, demand, lifecycle, PLG, partnerships, and retention, became the foundation of the RCKT Growth System Framework.

587%

LEAD GENERATION

495%

ORGANIC TRAFFIC

3.5×

ARR IN 12 MONTHS

3–4×

PARTNER LEADS

\$1.5M

PLG REVENUE
ATTRIBUTED

7→3%

CHURN REDUCTION

01 THE CHALLENGE

The revenue engine was broken.

Before RCKT's founder took the helm of growth, the company was experiencing several strategic and operational barriers that limited traction and scalability:

01

Diffused ICP and generic messaging.

The company marketed to more than five distinct ICPs, diluting the message and reducing clarity for buyers. The brand voice leaned whimsical and creative, creating misalignment with the operational, revenue-driven priorities of SMB Amazon brands and eCommerce operators.

03

Underdeveloped product-led growth motion.

Activation was inconsistent. The free product lacked structured onboarding, and the free trial experience did not support conversion. No in-product nudges or lifecycle pathways existed to support trial-to-paid transitions.

05

High churn and misaligned services.

Churn sat at 7%, driven by onboarding friction, misaligned service tiers, and product maturity gaps — especially as the customer base moved upmarket.

02

No scalable demand engine.

The funnel relied heavily on manual efforts, founder-driven sales, and inconsistent acquisition channels. There were no evergreen content assets, no clear top-of-funnel strategy, and minimal lifecycle engagement.

04

Partner ecosystem gaps.

Although the platform sat in a thriving ecosystem of Amazon and eCommerce technologies, it lacked a co-marketing program or integrated partner strategy to amplify reach and credibility.

06

Fragmented RevOps infrastructure.

The absence of clear attribution, funnel visibility, and unified reporting made it challenging to diagnose bottlenecks and build a repeatable GTM motion.

02 RCKT'S APPROACH

Six pillars. One **system.**

A comprehensive transformation program organized around the six core pillars of the RCKT Growth System Framework.

PILLAR 01

Positioning & ICP Clarity

- Refined the ICP to two high-value segments: SMB Amazon brands and SMB eCommerce operators.
- Conducted deep qualitative and quantitative research to identify each ICP's operational pain points and decision drivers.
- Rebuilt the messaging architecture to a structured, outcome-driven narrative.
- Developed ICP-specific messaging frameworks supporting campaigns, sales enablement, and product positioning.
- Established a new POV and differentiated value thesis aligned to the platform's strengths and customer needs.

PILLAR 02

Multi-Channel Growth Operating System

- Designed a new growth system integrating AEO, SEO, content strategy, paid acquisition, lifecycle journeys, and conversion optimization.
- Built and launched a completely new website optimized for clarity, conversion, and aligned messaging.
- Re-engineered all landing pages to support ICP personalization and campaign-specific conversion paths.
- Launched high-value eBooks as marquee lead magnets, serving as the centerpiece for the top-of-funnel ecosystem.
- Introduced a new content strategy across blogs, social platforms, and video to support awareness and educational value creation.
- Activated multi-channel paid search, paid social, and programmatic advertising designed to scale MQL and SQL volume.
- Designed and implemented a full lifecycle nurture system, including segmentation, drip sequences, re-engagement paths, and product-led nudges.

PILLAR 03

Partner Co-Marketing Ecosystem

- Built a co-marketing partner program from the ground up, targeting complementary Amazon and eCommerce technology brands.
- Developed the co-marketing infrastructure: webinars, co-branded eBooks, promotional campaigns, shared social assets, and integrated funnels.
- Delivered a consistent 3-4x increase in monthly lead volume through co-marketing initiatives.

02 RCKT'S APPROACH (CONTINUED)

From pipeline to predictability.

The remaining three pillars converted demand into closed revenue, protected the base, and gave leadership the dashboard it had been operating without.

PILLAR 04

Sales-Led Growth (SLG) Infrastructure

Established a structured inbound SDR → AE sales motion for the enterprise offering, while preserving a PLG pathway for smaller customers, enabling scale without sacrificing efficiency.

Designed and implemented a lead scoring model using firmographic, behavioral, intent, and partner signals to drive MQL → SQL handoff, sales prioritization, and routing.

Defined the lead lifecycle including clear entry and exit criteria and ownership across Marketing, Sales, and CS.

Implemented SLAs to improve speed-to-lead, accountability, and conversion discipline across the funnel.

Standardized sales process, including deal stages, qualification framework, discovery structure, and demo flow, supported by ICP-specific talk tracks, objection-handling guidance, and sales enablement assets.

Operationalized system across HubSpot and Close to enforce process, trigger workflows, improve pipeline hygiene, and increase forecast confidence.

PILLAR 05

Retention & Customer Experience Optimization

Diagnosed churn drivers across onboarding, service delivery, sales expectations, and product gaps.

Completely redesigned the onboarding process to reduce friction and improve early customer confidence.

Built new productized service tiers aligned with customers' evolving upmarket requirements.

Rebalanced sales → CS → product handoffs for continuity, clarity, and customer satisfaction.

PILLAR 06

Analytics & RevOps Alignment

Implemented HubSpot for full-funnel marketing and sales operations.

Built Looker dashboards for attribution, lifecycle visibility, activation analytics, and cohort behavior.

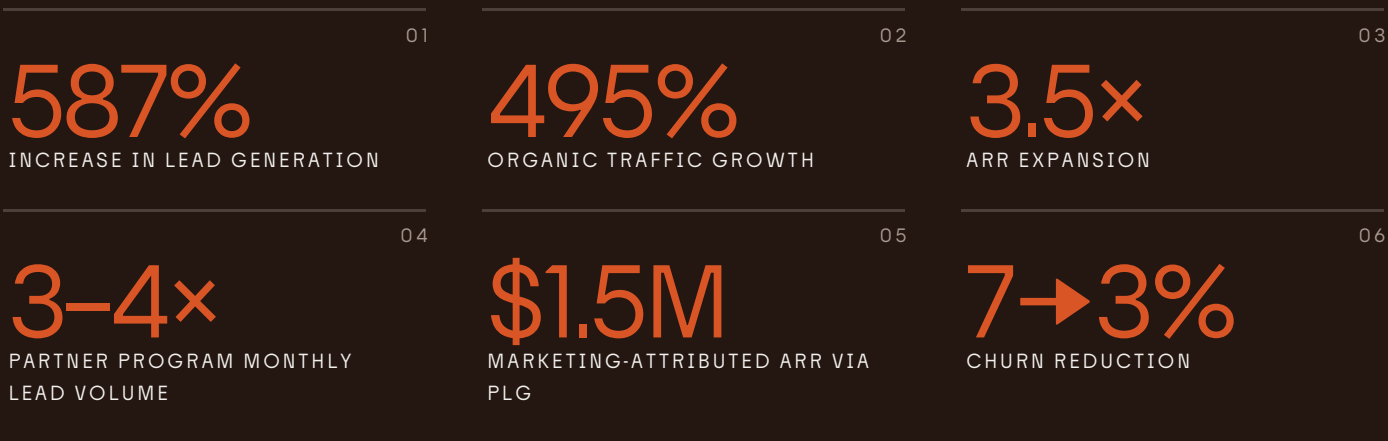
Established consistent reporting cadences and feedback loops across growth, product, and customer teams.

Provided leadership clarity on pipeline, CAC efficiency, and channel ROI.

03 THE OUTCOMES

The results speak for themselves.

Through the RCKT Growth System-aligned strategy and execution, the platform achieved:



Improved activation across free and trial pathways.

Significantly higher retention, LTV, and quality of customer fit.

An operationally sound GTM engine supporting predictable monthly growth.

Deep alignment between growth, product, and customer teams.

WHY IT WORKED

The transformation succeeded because it applied a fully integrated, cross-functional model grounded in the RCKT Growth System Framework — clear ICP focus, a unified narrative, multi-channel demand, lifecycle optimization, a robust partner ecosystem, and predictability via RevOps and analytics.

RCKT TAKEAWAY

The frameworks proven here form the foundation of RCKT's approach today.