

CASE STUDY

Growth Transformation for a Y Combinator–Backed B2B SaaS AdTech Platform

Challenges

The Y Combinator B2B SaaS company’s revenue wasn’t experiencing growth post Series A raise. They lacked ICP clarity, had generic messaging, an unaligned foundation, inconsistent demand, onboarding friction, and disjointed sales, resulting in fragmented RevOps visibility and a missing predictable growth engine.

Solutions

- Foundational Five & ICP Clarity
- New Product Positioning
- RCKT Growth Operating System
- Partner Co-Marketing Ecosystem
- Sales-Led Growth (SLG)
- Retention & Customer Experience
- Analytics & RevOps

Results

587%

Increase in Lead Generation

495%

Organic traffic growth

3.5X

ARR growth in 12-mos

3-4X

Partner Program monthly leads growth

57%

Reduction in churn

Overview

The founder rebuilt positioning, demand generation, PLG, CX, partnerships, and revenue operations. This resulted in significant acceleration: 587% lead growth, 495% organic traffic growth, 3.5X ARR expansion, 3–4X partner-driven leads, \$1.5M in marketing-attributed PLG revenue, and churn reduction from 7% to 3%.

This work now forms the RCKT Growth System Framework, integrating positioning, demand, lifecycle, PLG, partners, and retention.

Challenges

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

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.

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.

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.

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.

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.

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.

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.

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.

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.

Execution Highlights

- Complete rebrand + ICP-specific messaging frameworks
- New conversion-first website and rebuilt landing page ecosystem
- New content engine (AEO, SEO, thought leadership)
- High-value eBooks + webinar execution
- Multi-channel paid acquisition
- Social influence strategy across IG, FB, LinkedIn
- Partner ecosystem activation
- Defined and operationalized SLG infrastructure
- Productized newly defined service tiers
- HubSpot + Looker dashboards
- Sales enablement and Lead Handling System
- Churn solution through onboarding redesign + aligned services

The Outcomes

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

- 587% increase in lead generation
- 495% organic traffic growth
- 3.5X ARR expansion
- Partner program delivering 3–4X monthly lead volume
- \$1.5M in marketing-attributed ARR through PLG activation and conversion
- Churn reduced from 7% to 3%
- 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

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
- Unified narrative across brand, product, and revenue
- Multi-channel demand generation
- Lifecycle and activation optimization
- Robust partner ecosystem
- Predictability via RevOps and analytics
- Deep alignment between growth, product, and customer teams

RCKT Takeaway

The frameworks developed and proven during engagements like this form the foundation of RCKT's approach today. RCKT helps early-stage founders build predictable, scalable growth engines that deliver measurable traction and investor-ready momentum.