How Scalix Rebuilt Fyxer's Google Ads From Zero and Grew Revenue 20x to $30M ARR

Scalix rebuilt Fyxer's Google Ads from zero. Twelve months later, it drives 12% of the company's total revenue, and Fyxer has scaled to $30M ARR, a 20x increase.

- 20x — Revenue Growth
- 12% — Of Total ARR From Ads
- $30M — ARR Reached
- 12 — Months

About Fyxer

Fyxer was founded in October 2023 by brothers Richard and Archie Hollingsworth, along with Matthew Ffrench. It is a B2B SaaS tool that manages email and calendar for busy professionals and teams, helping them cut through inbox noise, stay on top of meetings, and reclaim time lost to admin. Fyxer competes in a crowded productivity space where the difference between a qualified buyer and a casual clicker is everything.

Background

When Fyxer came to Scalix, the Google Ads account looked fine on paper. Clicks were coming in, and CPCs were reasonable, but the pipeline was empty. Ad spend was high, the qualified pipeline was zero, and two platforms were running in parallel with no connection between them.

There were some major red flags. Firstly, PMax was consuming the majority of ad spend without intent control. Second, the conversion event was set to form fills instead of buyers. And thirdly, LinkedIn was generating demand that had nowhere to go.

Within twelve months, Scalix rebuilt the entire paid media infrastructure from scratch. Google Ads accounted for 12% of total company revenue, and Fyxer scaled to $30M ARR with 20x revenue growth, driven by a system in which signal, structure, and platforms work as one.

Challenges

Challenge #1: The Wrong Conversion Signal

The account was optimizing for form fills rather than pipeline activity, which meant Google was finding the wrong people by design.

- Months of bad data had trained the algorithm to hunt for form fillers, not buyers, and that habit had to be unlearned before anything else could work.

Challenge #2: No Intent Control

PMax was running the majority of the budget with no control over where it spent or who it reached.

- The account was generating clicks, not buyers.

Challenge #3: Two Disconnected Platforms

LinkedIn was creating demand among the right accounts, but that warm intent had nowhere to go once it left the platform.

- Google and LinkedIn were operating in silos, preventing the signals from each platform from reinforcing one another.

Challenge #4: No Paid Media Infrastructure

There was no system, no structure, and no foundation to build on.

- Everything had to be rebuilt from zero before a single dollar of scaled budget would work.

Solution

Rather than launch new campaigns, Scalix started by diagnosing what the account was telling Google to find. We worked in three phases to create one system that compounds.

Phase 1: Fix the Signal Before Touching the Budget

We changed the conversion event from form fills to pipeline activity and layered in first-party data, giving the algorithm the right information before spending another dollar. The ads now spoke to actual buyers.

Phase 2: Rebuild the Structure Around Intent

We eliminated PMax and cut more than half of the category keyword spend, redirecting that budget into branded and problem-aware search campaigns. We took full control of search intent from day one, shifting the account from attracting anyone who clicked to targeting buyers already searching for a solution.

Phase 3: Connect Google to LinkedIn

We integrated both platforms into one system. LinkedIn created demand among the right accounts, Google captured that warm intent the moment it became a search. The first-party data tied both platforms together. The rebuild took one week. There was no three-month ramp.

Ongoing Optimization

The infrastructure did not just deliver results in year one. It built a pipeline that compounds, not resets, every month. Google and LinkedIn continue to work together, first-party data keeps feeding the algorithm, and every month builds on the last rather than starting from scratch. That compounding system is the foundation Fyxer's paid media now scales on.

Results

20x revenue growth in twelve months. Fyxer scaled to $30M ARR. Google Ads now makes up 12% of total company revenue.

Twelve months ago, the account had zero qualified pipeline and no paid media infrastructure to speak of. Today, Google Ads is not a support channel or a brand awareness play. It is a direct revenue driver, built from a standing start, and it now accounts for more than one in every ten dollars of company revenue.

Business Impact

Fyxer did not have a budget problem. It had a signal, structure, and system problem. Scalix fixed all three and built the paid media engine that took Fyxer to $30M ARR.

Full paid media infrastructure now exists where none did twelve months ago: signal, structure, campaign architecture, and cross-platform integration are all in place.

Want Us to Build Your Google Ads Account From the Ground Up?