

How TwoSpouts partnered with Clear Calcs to Scale Trials & Active Users

Clear Calcs is an all-in-one calculator solution for structural engineers to be able to run quick calculations for load strength for different material types needed to ensure compliance.

As a quickly growing and dynamic startup, Clear Calcs came to me looking for help to improve to really take their Google Ads account and scale it as much as possible in the US market. With competitors failing to meet customer demands and some strategic competitor campaigns, landing pages, and positioning, I helped Clear Calcs make Google ads one of their highest converting marketing channels.

How i did it

- Thorough keyword research
- Target competitor campaign
- Display remarketing
- Ongoing ad copy testing
- Dedicated landing pages



"Working with Michael so far has been great. Looking forward to seeing how we can grow things further, especially in the US market"

Chris, Co-founder at Clear Calcs

The Results

"Designated TwoSpouts sprint from Sept, 2021"



340%

of Conversion Goal Reached



40%

Cost per trial under goal.



100%

Conversion rate higher than SEO.



1ST TIME EVER

Paid acquisition generated more SQL's than organic.