

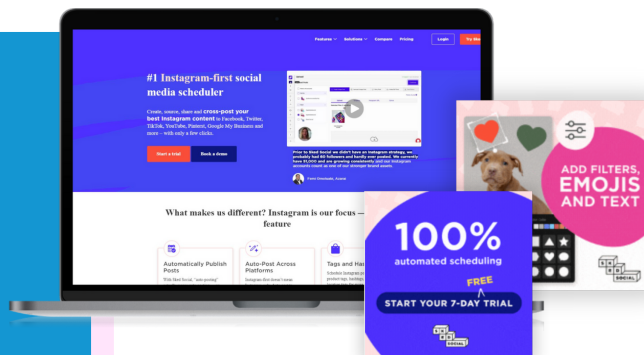
How TwoSpouts partnered with Sked Social to Increase trials & MRR.

Sked Social is an all-in-one social media planner and scheduler that published your content for you to Instagram, Facebook, and lots more social platforms. Trusted by 5,000+ companies worldwide.

As a quickly growing and dynamic company, Sked Social came to me looking for help to improve their Google Ads account performance. With fast-changing goals and monthly “sprints”, I have worked closely with Sked Social to continuously surpass goals set.

How i did it

- Advanced campaign segmentation
- Display & youtube remarketing
- Ongoing creative testing
- Dedicated landing pages
- Competitor targeting & positioning



"So working with Michael has been amazing. I'm not good at the whole. Google ads thing never have been but it's been so important to this business and it's just amazing that I can tell him the strategy that I'm working on. And he knows exactly how to translate that into a Google ads campaign."

Mark Ankucic, CMO at Sked Social

The Results

"Designated TwoSpouts sprint from Sept, 2021"

↑ 195%
of conversion goal reached

↓ 12%
Cost per acquisition 12% under goal

↑ 20%
More leads vs. other paid channels combined

★ 1ST TIME EVER
Paid acquisition generated more SQL's than organic