

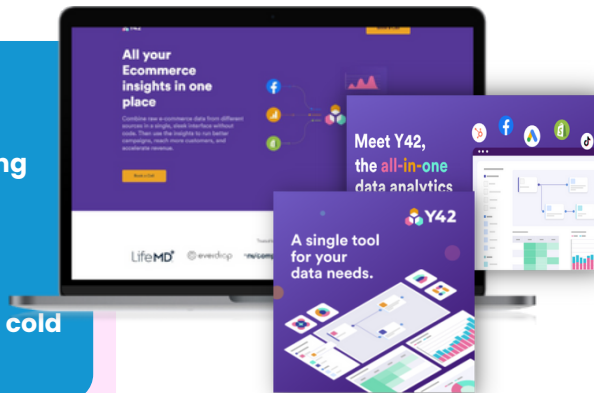
How TwoSpouts partnered with Y42 to Increase MQL volume with FB ads.

Y42 is a full-stack data platform that anyone can run. They remove the complexity of managing multiple data tools so that non-technical users can collaborate together with their data.

Y42 came to me looking for help to grow with Facebook ads and strategy on getting their tool out into the wild after some successful rounds of funding. So far I have driven 2x the MQLs of all their paid acquisition channels.

How i did it, yay!

- Ongoing creative & audience testing
- Dedicated landing pages
- Testing for different verticals
- New campaign launches
- Budget allocation for remarketing, cold audiences & education



The Results



2X

More MQLs than other paid channels



~50%

Lower costs than other paid channels



1ST TIME EVER

Generating leads from large companies such as Facebook, Amazon, HTC & more