

How TwoSpouts partnered with Clear Calcs to Scale Trials & Paid Users.

Clear Calcs is an engineering calculator platform for architects, home designers, and engineers which lets them run quick calculations for load strength on different materials and to ensure compliance.

Clear Calcs came to me looking for help to scale their Google Ads. With some strategic competitor campaigns, landing pages, and well-thought-out positioning, I helped Clear Calcs make Google Ads one of their highest converting marketing channels increasing trials & paying users by several fold.

How i did it, woo!

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



"Michael provides highly professional, transparent, and performance focused support on growth campaigns. He has partnered on our PPC growth campaigns for our SaaS business and not only saved me countless hours worrying about which buttons to press in Google Ads, but also created clear improvement in our campaign performance every single week he has worked on the campaign thanks to his tireless experimentation and commitment to understanding our business and how we are trying to reach and help clients."

Chris, Co-founder at Clear Calcs

The Results



340%

Increase in conversions



20%

Lower Cost per Trial



100%

Higher Conversion Rate than SEO



1ST TIME EVER

Paid acquisition generating better Conversion Rate than SEO