

Q3 2025 Review

Powered by Search



Agenda

- 1 - Performance Summary
- 2 - Insights & Opportunities
- 3 - Next Quarter's Targets

Performance Summary

Q3 Goal: 948 Trials

- We hit and exceeded the paid media closed won target by 54%, generating 221 closed won against a 143 target
 - This marked a **125% QoQ improvement** (176 in Q2)
- We reduced the paid CAC by 10% from Q2 > Q3
 - Q2: \$3.4k
 - Q3: \$3.1k
- We also reduced the paid CAC by **34% from the target (\$3k vs \$4.7k target)**. **Note:** Based on 1st payment date

Targets

+54%
Paid Wins

221
Target: 143

-34%
Paid CAC

\$3,108
Target: \$4,713

-40%
Blended CPT

\$140
Target : \$236

QoQ

+7%
QoQ Blended Wins

851
Q2: 790

-.3%
QoQ Blended CAC

\$762
Q2: \$765

+42%
QoQ Blended Trials

4,619
Q2: 3,245

Projected Trial Performance

+15%
Paid Trials

1,093
Target : 948

+30%
QoQ Paid Trials

1,093
Q2: 836

-11%
Paid CPT

\$628
Target: \$709

-13%
QoQ Paid CPT

\$628
Q2: \$725

CAC & CPT

- We decreased the **Paid CAC from \$4400 in Q4 24 to \$3,108 in Q3 25**. That's a 30% improvement in the last 3 quarter, by effective budget allocation, stronger Bing performance, and stabilizing PMax.
- The blended **CAC also stays \$762, well bellowed from \$2400 CAC target**
- CPT tells the same story. **We improved from \$725 in Q2 to \$628 in Q3, 13.3% QoQ and 11% below target**, while growing trial volume by 30%. That's not just cost control, that's efficient growth.



Wins:

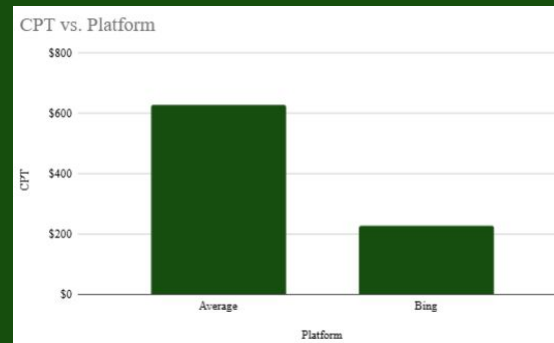
Bing Efficiency: By investing \$37,429 in Bing and we generated 165 trials at an average CPT of \$227. That's 64% less from average of \$629 CPT & contributed more than 15% of total paid trials

PMax Scaling: With a spend of \$28,033, PMax generated 65 trials at a CPT of \$431, which is 31% lower than the account average.

Max Conversion Value Bidding: Applying Max Conversion Value bidding on "" campaigns reduced CPT by 35% and brought more stability to campaign performance.

Branded Optimization: Pausing low-value branded terms and redistributing budget improved cost structure without reducing trial volume. This helped sustain overall CPT improvements across channels.

Paid Social: we drove 10 trials in Q3, a 25% increase quarter over quarter, and generated 1 new paying customer, compared to none in Q2.



Learnings:

Tracking Gaps

- Tracking gaps **disrupted account performance**. With tracking broken after August 22, we had to rely on alternative tracking. **This forced Google to relearn from a new data source**, causing campaign performance instability and an average dip of 20% after the switch.
- We discussed how the current trials "without source" might not be attributed to paid when they close so we expect the closed won number in Q4 to be incorrect. At least 45 days of data would be affected due to this.

PMax Can Scale

- PMax performance allows for an audience expansion.
- Although PMax has proven its cost efficiency, its performance is still heavily dependent on remarketing audience signals which is capped. We need to look into expansion.

LPs Need Attention

- Landing Page Performance Remains a Key Bottleneck.
- While the "" page performed better, the "" landing page underperformed with lower CVR. This reinforces the need to prioritize landing page optimization to lift conversion efficiency and reduce acquisition costs.

Avoid Ad Fatigue

- The Lead Magnet campaigns in Paid Social remained the strongest lead driver in Q3.
- However, we observed that using the same asset over an extended period can lead to creative fatigue and declining performance.

Trends - Competition & Industry

- By effectively optimizing the bids and budget allocation, we reduced the search lost due to budget from 28% to 23% in Q3. This also helped to increase the click share by 12%
- We increased the overall impression share to 63% in Q3 as compared to 56% in Q2

IS Lost Due to Budget Improved

Campaign		Search lost IS (budget)				Click share			
		7/1/2025–9/30/2025	3/31/2025–6/30/2025	Change	Change (%)	7/1/2025–9/30/2025	3/31/2025–6/30/2025	Change	Change (%)
Drafts in progress: 2									
[icon] [icon] [icon] [redacted]		23.04%	28.98%	-5.94%	-20.50%	53.91%	48.01%	—	+12.31%

Q2: IS overall improved from 56 to 63%

Campaign		Search impr. share			
		7/1/2025–9/30/2025	3/31/2025–6/30/2025	Change	Change (%)
Drafts in progress: 2					
[icon] [icon] [icon] [redacted]		63.25%	56.25%	—	+12.44%

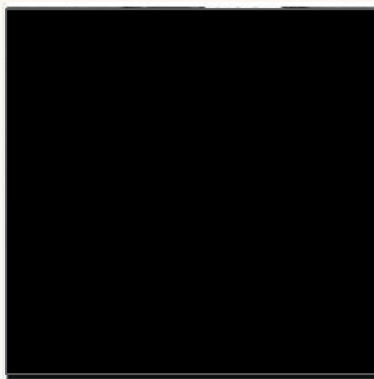
Creative Testing

- The **Ad 1** drove **more conversions than the other variations** (6 in Total).
- Ad 2 had the **best CTR** (3.02%), 18% higher than the average.
- The **Ad 3** presented the **best cost per conversion** (\$152.05), 38% lower than the average.

The creative testing revealed that **ads featuring the software outperform those with people's images.**

Additionally, the most **effective creatives emphasize pain points** in the copy, like "Growing Companies", which highlights challenges associated with scaling. This is an insight we can leverage to refine and enhance upcoming creative variations.

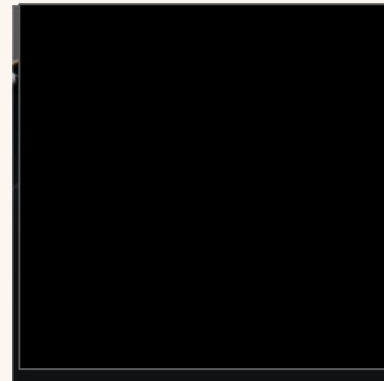
Off / On	Ad	Results ↓	Cost per result	Impressions	Link clicks	CTR (all)
☒		6 Trial Signup [GTM]	\$216.88 Per Trial Signup [GTM]	14,986	145	2.22%
☒		3 Trial Signup [GTM]	\$288.95 Per Trial Signup [GTM]	9,499	132	3.02%
☒		3 Trial Signup [GTM]	\$152.05 Per Trial Signup [GTM]	5,690	63	2.79%
☒		1 Trial Signup [GTM]	\$521.95 Per Trial Signup [GTM]	6,977	66	2.54%
☒		— Trial Signup [GTM]	— Per Trial Signup [GTM]	874	9	1.49%
☒		— Trial Signup [GTM]	— Per Trial Signup [GTM]	383	5	2.09%
	Results from 6 ads	13 Trial Signup [GTM]	\$246.66 Per Trial Signup [GTM]	38,409 Total	420 Total	2.54% Per Impressions



Ad 1



Ad 2



Ad 3

Q4 Strategic Priorities

Milestone 1 Establish a Reliable Demand Diversification Channel: Expand Bing to generate Additional 10%+ of Paid Trials

Why it matters: Bing remains our most cost-efficient channel with a CPT of \$226.84, significantly lower than the overall paid average of \$628.56. By scaling Bing from its current 15% contribution of total paid trials toward 25%, we can drive more efficient trial volume, reduce dependency on Google, and maintain CAC discipline as competition intensifies.

Milestone 2 Maximize Trials from Core Investment: Systematically eliminate impression share loss and maximize click share to capture 100+ Incremental Trials

Why it matters: Maximizing existing campaigns through impression share recovery and TCPA tuning allows us to unlock incremental trial volume without increasing spend. This improves efficiency and supports scalable growth while protecting CAC. Expanding PMax campaign to additional audiences will get us visibilities to new users

Milestone 3 Validate Paid Social's Full-Funnel Influence: Drive 22 Directly Attributed Trials While Proving the Channel's Role in Multi-Touch Pipeline Coverage

Why it matters: Our goal is to validate Paid Social's impact on trial generation and strategically scale results, with a focus on remarketing campaigns where we see the strongest potential for driving trial signups.

How We'll Win in Q4

Expand Bing

- The focus is on scaling high-performing campaigns, launching new RSAs to reduce rank loss, and incrementally expanding Broad match campaigns.
- Strategic scaling on Bing also helps diversify the channel mix, reduce Google dependency, and build more cost stability as competition in core categories grows.

Campaign Efficiency

- Optimizing impression share on "" from 32% loss to under 10% can unlock significant trial volume at a lower cost.
- Refining TCPA bidding on "" and expanding PMax audience signals can lift click share and improve conversion velocity.
- Landing page optimization, especially "", will play a key role in improving CVR and lowering acquisition costs while keeping performance scalable.

Paid Social

- Allocate 40% of the Paid Social budget to remarketing high-intent audiences
- We'll test Reddit to reach niche audiences at a lower CAC, boosting awareness and driving incremental conversions efficiently.
- Optimize proven assets to improve CTR and reduce cost per trial.

Next Quarter's Targets

Forecast & Growth Goals and KPIs

Specific metrics and growth goals
to be achieved in Q4 '25

Q4 2025 Forecast

1,125 Trials

365 Leads

\$717 Paid CPT

166+ Wins

Thank You