

CLIENT RESULTS / 2026

Growth that moves.

Three client case studies. One connected growth system.

GET MY FREE GROWTH SNAPSHOT

Click a case to jump straight to it.

Real first-party evidence appears inside Attio and Malwarebytes.

Client-approved evidence. Shared with permission.

Growth for apps, SaaS and web products.

01

+450%

INSTALLS

XE Money Transfer

[OPEN CASE](#)

02

4x

ROAS

Attio

[OPEN CASE](#)

03

3x

PAID SUBSCRIPTIONS

Malwarebytes

[OPEN CASE](#)

THREE STORIES / ONE SYSTEM

Launch. Find traction. Scale what works.

Choose the case closest to your product’s current stage.

CONNECTED METHOD

POSITIONING

CREATIVE

ACQUISITION

CONVERSION

01

Launch Ready

New or pre-launch products. Build a clearer store story and launch system.

XE +450% installs

02

Traction Sprint

Live products needing traction. Find the message, channel and conversion path worth scaling.

Attio 100K+ users

03

Growth Partner

Products ready for consistent growth. Improve acquisition, conversion and retention month after month.

Malwarebytes 5x ROAS

A clearer store story turned first-month traffic into measurable growth.

GrowthLaunch rebuilt the launch system around one promise, one store narrative and one coordinated set of assets, helping a globally recognized money-transfer product convert more of the attention it already earned.

PUBLIC CONTEXT

Transfers to 190+ countries across 130+ currencies.

Client-approved evidence. Shared with permission.

[EXPLORE LAUNCH READY](#)

+450%

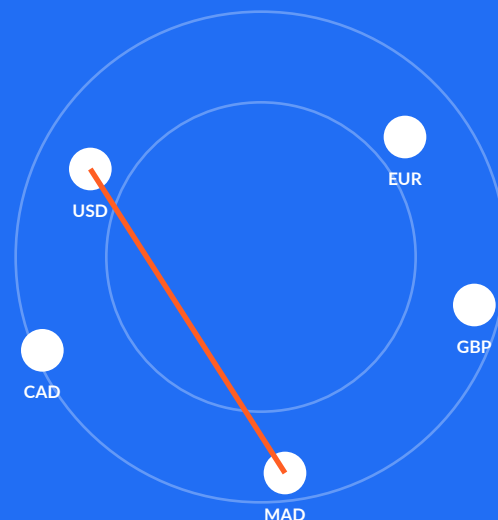
MORE INSTALLS

2.9x

HIGHER STORE CONVERSION

-40-60%

LOWER COST PER INSTALL



CASE 01 / WHAT CHANGED

From fragmented store presence to one launch-ready system.

BEFORE

WHAT WAS BLOCKING GROWTH

- Value proposition was not immediately clear.
- ASO metadata and keyword coverage were weak.
- Store-page conversion was underperforming.
- Organic visibility was limited.
- Store creative was fragmented and outdated.
- App Store and Google Play lacked consistency.

AFTER

WHAT GROWTHLAUNCH DELIVERED

- Positioning and launch messaging
- Competitor and market research
- ASO keyword research
- Store metadata and conversion copy
- App Store and Google Play screenshots
- App-preview, promotional and launch creative

THE CONNECTED MOVE

1

RESEARCH

Map competitors, keywords and opportunity.

2

POSITION

Turn broad functionality into one promise.

3

BUILD

Align metadata, screenshots, video and ads.

4

LAUNCH

Activate 30 days and improve from signals.

They connected positioning, ASO, creative and video into one launch. The first 30 days exceeded our expectations.

XE MONEY TRANSFER CLIENT TEAM

CASE 01 / RESULTS

Visibility, conversion and acquisition efficiency moved together.

+450%

MORE INSTALLS

2.9x

HIGHER STORE CONVERSION

+200%

ORGANIC INSTALL GROWTH

TOP 3

PRIORITY KEYWORD RANKINGS

-40-60%

COST PER INSTALL

STRONGER

STORE VISIBILITY AND LAUNCH ENGAGEMENT

CLIENT-APPROVED CASE EVIDENCE

Results and client feedback are shared with permission. Historical outcomes are not guarantees.

[SEE LAUNCH READY](#)

02 / ATTIO

A focused sprint turned scattered testing into a repeatable acquisition path.

GrowthLaunch narrowed the growth problem, sharpened the audience and message, tested creative and channel hypotheses, and repaired the experience after the click so each result could teach the next decision.

PUBLIC CONTEXT

A CRM built for modern go-to-market teams.

Client-approved evidence. Shared with permission.

EXPLORE CURRENT TRACTION SPRINT

100K+

NEW USERS

3x

QUALIFIED SIGN-UPS

–50%

CUSTOMER ACQUISITION COST

60-DAY CASE ENGAGEMENT

Current package: 30-Day Traction Sprint

CASE 02 / WHAT CHANGED

Focus replaced scattered activity with structured learning.

BEFORE

WHAT WAS BLOCKING GROWTH

- Qualified sign-ups were below potential.
- Strongest audience and message were unclear.
- Customer acquisition cost was too high.
- Effort was spread across too many channels.
- Performance creative was underperforming.
- The landing page was losing prospects.

AFTER

WHAT GROWTHLAUNCH DELIVERED

- Growth and conversion audit
- Positioning and message refinement
- Meta and Google Ads management
- Performance creative and copy testing
- Landing-page conversion improvements
- Weekly campaign optimization and growth plan

THE CONNECTED MOVE

1

AUDIT

Find the clearest growth bottleneck.

2

FOCUS

Choose audience, channel and message.

3

TEST

Run creative and copy hypotheses.

4

IMPROVE

Repair the post-click path and scale.

The sprint gave us more than campaigns. It gave us a repeatable acquisition system and dramatically improved sign-ups, CAC and ROAS.

ATTIO CLIENT TEAM

CASE 02 / PROOF

Paid acquisition proof, straight from the account.

4x ROAS

3x CTR from the winning creative

META ADS MANAGER
CLIENT-APPROVED SCREENSHOT

The screenshot displays the Meta Ads Manager interface for a user named 'Attio Inc'. The top navigation bar includes the Meta logo, the account name 'Attio Inc' with a dropdown arrow and a notification badge showing '57', and status indicators like 'Updated just now', 'Discard drafts', and a blue button labeled 'Review and publish (3)'. Below this is a toolbar with tabs for 'All ads', 'Actions', 'Value reporting', 'Had delivery', and '+ 1 more view', along with a 'Create a view' button.

A search bar prompts users to 'Search to filter by: name, ID or metrics'. Below the search bar are filters for 'Campaigns', 'Ad sets', and 'Ads', and a date range selector set to 'Last 60 days: May 1, 2026 – Jun 29, 2026'. Action buttons include '+ Create', 'Duplicate', 'Edit', 'Analyze', 'A/B test', and 'More'. A columns menu shows 'Performance and clicks' selected.

☐	Off / On ↑↓	Campaign ↑↓	Results ↑↓	Reach ↑↓	Frequency ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↓
☐	☒	Attio – GTM Teams – Trial Push	412 Trial sign-ups	186,532	4.18	\$22.14 Per Trial Sign-Up	\$1,500.00 Daily	\$9,120.48
☐	☒	Attio – CRM Switchers – Demo	298 Qualified leads	142,876	3.92	\$35.71 Per Qualified Lead	\$1,200.00 Daily	\$10,644.56
☐	☒	Attio – Pipeline Visibility – Lead Gen	536 Qualified leads	234,522	3.47	\$27.82 Per Qualified Lead	\$1,500.00 Daily	\$14,913.52
☐	☐	Attio – Retargeting – Qualified Traffic	184 Qualified leads	89,743	5.13	\$41.58 Per Qualified Lead	Using ad set budget	\$7,650.72
☐	☒	Attio – RevOps Teams – Trial	223 Trial sign-ups	128,904	3.88	\$24.82 Per Trial Sign-Up	\$1,000.00 Daily	\$5,539.86
☐	☒	Attio – Product-Led Teams – Lead Gen	97 Qualified leads	45,612	2.61	\$56.19 Per Qualified Lead	\$600.00 Daily	\$5,452.43
☐	☐	Attio – Brand Search Assist	145 Qualified leads	72,311	3.10	\$31.44 Per Qualified Lead	\$750.00 Daily	\$4,558.80

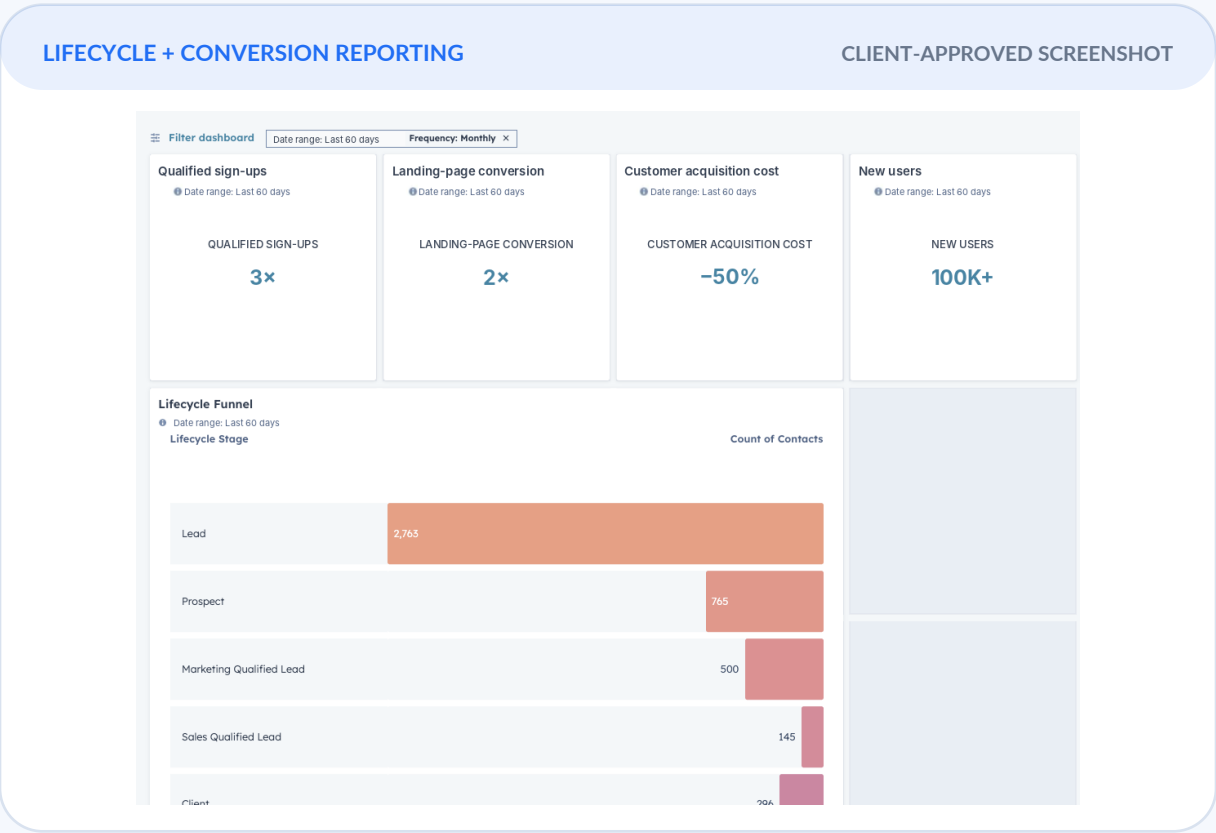
Client-approved evidence. Shared with permission.

The dashboard view supports the paid-media side of the case. Case-study outcomes remain historical, not a promise of future performance.

NEXT: QUALIFIED SIGN-UP PROOF

CASE 02 / PROOF

The paid click only mattered if it became a better customer path.



100K+

NEW USERS

3x

QUALIFIED SIGN-UPS

2x

LANDING-PAGE CONVERSION

-50%

CUSTOMER ACQUISITION COST

CLIENT-APPROVED EVIDENCE

Screenshots and case metrics are shared with client permission. The current public package is the 30-Day Traction Sprint.

SEE 30-DAY TRACTION SPRINT

03 / MALWAREBYTES

Continuous optimization turned rising complexity into compounding growth.

GrowthLaunch connected monthly priorities, acquisition, creative refresh, conversion and retention so the engagement could keep learning instead of resetting with every campaign.

PUBLIC CONTEXT

Cybersecurity protection trusted by millions.

Client-approved evidence. Shared with permission.

EXPLORE GROWTH PARTNER

3x

MORE PAID SUBSCRIPTIONS

5x

RETURN ON AD SPEND

+40%

STRONGER USER RETENTION

CASE 03 / WHAT CHANGED

A monthly growth loop replaced one-off campaigns and creative fatigue.

BEFORE

WHAT WAS BLOCKING GROWTH

- Acquisition costs were increasing.
- Campaign creative was becoming fatigued.
- Trial users were not converting sufficiently.
- Retention and repeat usage needed improvement.
- Monthly priorities were not connected.
- Winning campaigns were difficult to scale.

AFTER

WHAT GROWTHLAUNCH DELIVERED

- Monthly growth strategy and KPI priorities
- Core acquisition channel management
- Fresh performance creative every month
- Campaign and creative testing
- Trial-to-paid and subscription optimization
- Retention, reporting and next-step planning

THE CONNECTED MOVE

1

PRIORITIZE

Choose the monthly KPI and opportunity.

2

ACQUIRE

Manage the channel and refresh creative.

3

CONVERT

Improve click to trial to paid.

4

RETAIN

Strengthen return behavior and learn.

GrowthLaunch became an extension of our growth team, bringing fresh creative and clear priorities every month.

MALWAREBYTES CLIENT TEAM

CASE 03 / PROOF

The account view shows the acquisition engine behind the subscription story.

META ADS MANAGER

CLIENT-APPROVED SCREENSHOT

malwarebytes

Updated just now

Discard drafts

Review and publish (74)

ROAS reporting

Actions

Had delivery

Active ads

See more

Create a view

you're looking for

Ad sets

Ads

Jan 1, 2026 – May 31, 20

Duplicate

Edit

Analyze

A/B test

More

Columns: Own

Breakdown

Grouping

Impres...	CPM (cos...	Clicks (all)	CTR (all)	CPC (all)	Amount spent	Adds to cart	Cost per add to...	Adds to cart...	Check... initiated	Purchases	Purchase ROAS...	Cost per purchase	Purchases conversio...
262,379	\$26.68	7,609	2.90%	\$0.92	\$7,000.00	667	\$10.49	\$44,356.20	543	460	5.37	\$15.22	\$37,590.00
236,741	\$26.19	6,392	2.70%	\$0.97	\$6,200.00	566	\$10.95	\$37,092.12	460	390	5.07	\$15.90	\$31,434.00
246,452	\$27.59	7,640	3.10%	\$0.89	\$6,800.00	624	\$10.90	\$41,484.08	507	430	5.17	\$15.81	\$35,156.00
213,880	\$25.25	5,347	2.50%	\$1.01	\$5,400.00	493	\$10.95	\$29,757.24	401	340	4.67	\$15.88	\$25,218.00
194,346	\$24.70	5,053	2.60%	\$0.95	\$4,800.00	420	\$11.43	\$25,318.08	342	290	4.47	\$16.55	\$21,456.00
266,344	\$28.16	8,523	3.20%	\$0.88	\$7,500.00	696	\$10.78	\$49,294.50	566	480	5.57	\$15.62	\$41,775.00
244,724	\$26.97	7,097	2.90%	\$0.93	\$6,600.00	609	\$10.84	\$41,042.76	496	420	5.27	\$15.71	\$34,782.00
208,333	\$24.48	5,000	2.40%	\$1.02	\$5,100.00	450	\$11.33	\$29,307.66	366	310	4.87	\$16.45	\$24,837.00
187,760	\$24.50	4,694	2.50%	\$0.98	\$4,600.00	392	\$11.73	\$24,805.96	319	270	4.57	\$17.04	\$21,022.00
167,217	\$23.92	3,846	2.30%	\$1.04	\$4,000.00	304	\$13.16	\$19,682.40	248	210	4.17	\$19.05	\$16,680.00
2,228,123	\$26.03	61,201	2.75%	\$0.95	\$58,000.00	5,221	\$11.11	\$342,141.00	4,248	3,600	5.00	\$16.11	\$289,950.00
Total	Per 1,000 imps	Total	CTR	Per click	Total spent	Total	Per add to cart	Total	Total	Total	Average	Per purchase	Total

3x PAID SUBSCRIPTIONS

-50% ACQUISITION COST

5x ROAS

Client-approved evidence. Shared with permission.

Dashboard screenshot and case metrics are shared with client permission. Historical performance is not a guarantee of future results.

SEE GROWTH PARTNER

Where are you now?

Start at the stage that matches the problem.

Each package has one job: move the product to the next commercial stage.

01	Launch Ready New or pre-launch products	\$495 ONE TIME	XE +450% installs OPEN PACKAGE
02	30-Day Traction Sprint Live products needing traction	\$895 ONE TIME	Attio 100K+ users OPEN PACKAGE
03	Growth Partner Products ready for consistent growth	\$1,495 PER MONTH	Malwarebytes 5x ROAS OPEN PACKAGE