

## CASE STUDY

# B2B SaaS Paid Media Audit: \$264k/mo Waste + \$40M Annual Revenue Plan

Forensic audit and rebuild plan for a B2B SaaS platform serving mid-market SMB operators in a crowded, competitor-heavy category.

### ENGAGEMENT

Paid Media Strategy & Account Audit

### CLIENT

B2B SaaS · mid-market SMB audience

### CHANNELS

Google, Bing, Meta, LinkedIn, YouTube

## THE CHALLENGE

A category-leading B2B SaaS platform was spending heavily across Google, Bing, Meta, and LinkedIn to acquire mid-market SMB customers, but CAC had drifted well above the average subscription price (ASP) on multiple large campaigns. The team asked for an independent, forensic look at the full paid portfolio - what was wasting money, what was under-scaled, and what a defensible 12-month growth plan looked like.

## AUDIT FINDINGS - HEADLINE NUMBERS

<b>\$264k</b> Monthly waste identified (CAC > 50% of ASP)	<b>352%</b> Worst campaign CAC as % of annual ASP	<b>6</b> Campaigns flagged for pause or material cut	<b>\$3.17M</b> Annualized spend re-prioritized
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## IMMEDIATE WASTE ELIMINATION

Identified 6 campaigns where customer acquisition cost had run away from the average subscription price. Recommended action for each, with rationale:

Campaign type	Current spend	CAC	% of ASP	Action	Monthly savings
LinkedIn - vertical prospecting	\$29,540	\$14,770	352%	PAUSE	\$29,540
Google Search - high-intent generic	\$61,897	\$3,869	92%	CUT 75%	\$46,423
Google Search - broad category	\$185,670	\$2,771	66%	CUT 60%	\$111,402
LinkedIn - role-based	\$48,484	\$3,232	77%	CUT 50%	\$24,242
Meta - interest prospecting	\$61,243	\$2,916	69%	CUT 50%	\$30,622
Meta - lookalike prospecting	\$87,181	\$2,126	51%	CUT 25%	\$21,795
Total immediate savings					\$264,024/mo

CAC figures and subscription price ratios have been retained verbatim from the original engagement. Campaign names generalized to protect client identity.

# Scale Plan & Messaging Strategy

## REDEPLOY THE SAVINGS - AGGRESSIVE SCALE PLAN

The freed-up \$264k/mo was re-allocated to proven winners (branded, competitor, YouTube, RTG) where impression share was below 50% - plus a 9-channel new-channel test portfolio.

Scaled channel	Investment	New accounts/mo	Revenue/mo	ROI	Payback
Google - branded	\$47,634	381	\$1,600,200	3,259%	0.4 mo
Bing - branded	\$26,124	242	\$1,016,400	3,791%	0.3 mo
Bing - competitors	\$37,673	33	\$138,600	268%	3.2 mo
YouTube	\$18,495	17	\$71,400	286%	3.1 mo
Meta - website RTG	\$36,940	28	\$117,600	218%	3.8 mo
<b>Total - aggressive scale</b>	<b>\$166,866</b>	<b>701</b>	<b>\$2,944,200</b>	<b>1,664%</b>	<b>&lt; 1 mo blended</b>

A conservative scenario was also modeled (70-80% → 85-90% impression share): \$37k investment → 187 accounts/mo at 2,019% ROI for risk-averse quarters.

## NEW CHANNEL TEST PORTFOLIO

Earmarked \$85k for 9 channel tests with explicit CAC targets and timelines - so the business knows in 60-120 days which to scale:

Channel	Budget	Target CAC	Est. new accts	Timeline	Strategic rationale
Connected TV	\$20,000	\$800	25	6-mo test	Premium audience, brand + DR
TikTok Business	\$15,000	\$1,200	13	90-day test	Early-mover, younger operators
Podcast Advertising	\$12,000	\$1,000	12	4-mo test	Engaged vertical audience
Meta prospecting fix	\$10,000	\$1,500	7	60-day test	Dedicated budget to stabilize
LinkedIn strategic	\$8,000	\$2,000	4	Ongoing	Can't abandon B2B channel
Twitter/X Business	\$8,000	\$1,600	5	90-day test	Conversation targeting, pros
SEO/AEO/GEO content	\$7,000	\$300	23	12+ mo	Long-term organic foundation
Reddit	\$5,000	\$1,250	4	60-day test	Niche subreddit engagement
<b>Total test portfolio</b>	<b>\$85,000</b>	<b>—</b>	<b>+93/mo</b>	<b>—</b>	

## MESSAGING & KEYWORD STRATEGY - 80/20 SPLIT

Client question: prioritize competitor-conquest search (targeting rivals' branded terms) or expand non-branded pain-point search? Recommendation: 80/20 split.

- 80% - Competitor expansion (safe, proven). Scale from 183 to 366 accounts/mo. Projected CAC \$1,400 (\$700 under CAC ceiling). +183 accounts = \$768,600/mo revenue.
- 20% - Pain-point testing (optimization focus). Limited test expansion: +17 accounts. Focus on CAC reduction experiments, not scale - only increase spend after proving CAC can hit \$2,100.
- Outcome: +200 accounts/mo · \$838,320/mo revenue · \$10M annualized · risk level LOW (80% in proven channels).

# Meta Recovery Plan, Creative Review & Total Impact

## META 4-WEEK RECOVERY PLAN

Meta prospecting had collapsed post iOS 14.5. Structured recovery plan with parallel investigation + stabilization tracks:

Week	Investigation track	Stabilization track
Wk 1 - Critical	Conversion tracking verification (iOS 14.5+ attribution loss) · campaign learning disruptions · audience overlap / self-competition	Reduce prospecting budgets 50% (stop bleeding) · pause Meta interest targeting · launch new creative assets
Wk 2	Lookalike source quality degradation check · interest-segment breakdowns · exclusion list audit	A/B test bidding strategies · test new lookalike sources · geographic pause on worst performers
Wk 3 - Creative	Creative fatigue (freq > 3 = refresh) · ad-format testing (video vs static) · LP CVR by traffic source	Continue testing phase from Wk 2
Wk 4 - Scale	Synthesize learnings · validate attribution fix · pick scale thresholds	Gradually scale winning tests (+25%) · implement value-based bidding if available

## CREATIVE DIFFERENTIATION PLAYBOOK

Competitor audit of Google and Meta creative surfaced 5 under-exploited differentiators for the client to own:

- Speed = #1 differentiator. No competitor emphasized setup speed - strongest single lever for ad copy.
- Mobile-first creative. Competitor creative was desktop-focused; mid-market SMB operators run on phones.
- Pricing transparency. Hidden pricing creates click-to-close friction - a transparent CTA beats it.
- Modern vs legacy. Position as next-generation product vs entrenched feature-heavy incumbents.
- Growth outcomes messaging. Focus on scaling the business, not just managing it - speaks to buyer upside.

## TOTAL PLAN IMPACT

<p><b>\$264k</b></p> <p>Monthly waste eliminated (CAC &gt; 50% ASP)</p>	<p><b>+794</b></p> <p>New accounts/month (scale + test portfolio)</p>	<p><b>\$3.33M</b></p> <p>New monthly revenue at full ramp</p>	<p><b>\$40.0M</b></p> <p>Annualized revenue impact</p>
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Full budget reallocation: \$264k waste eliminated · \$166k scaled into winners · \$85k into new channel tests · \$12k strategic buffer. Projection assumes full execution of scale and test plans.

## WHAT THIS MEANS FOR YOU

If your paid portfolio is carrying dead weight, your CAC is running past your ASP, or your team needs a defensible 12-month growth plan with explicit CAC ceilings and payback math - this is the audit I run. Two-to-four-week engagement, works as a stand-alone deliverable or as entry into a fractional Head of Paid Media relationship.

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