

CASE STUDY

Rebuilt Care.com HomePay's acquisition engine in 21 days

A two-sided marketplace with a stalled paid channel and rising CAC - turned around in three weeks.

ROLE

Director, HomePay & Provider Acquisition Marketing

COMPANY

Care.com

TENURE

Apr 2023 – Jan 2025

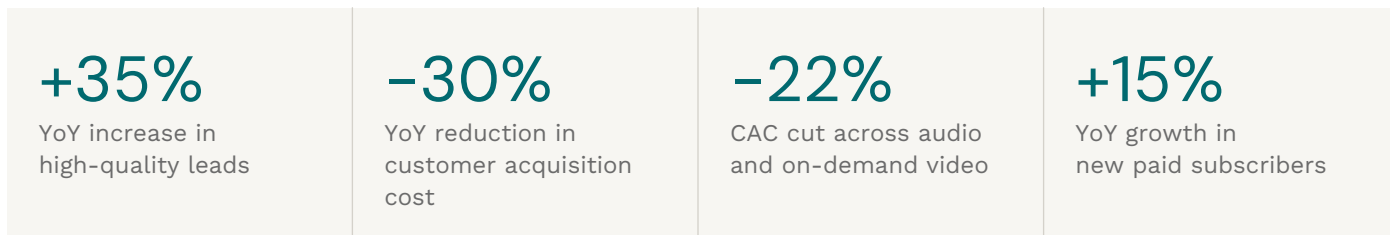
THE CHALLENGE

Care.com's HomePay - the household payroll and tax service for families with nannies, senior caregivers, and housekeepers - was seeing high-quality lead volume stall and customer acquisition cost creep up across paid channels. Existing campaigns had drifted out of alignment with the actual buyer, inefficient spend was masking what was working, and the team needed results fast enough to defend budget in quarterly planning.

WHAT I DID

- Rebuilt the acquisition engine in 21 days. Audited the full paid portfolio, killed inefficient spend, restructured campaigns around high-intent audiences, and relaunched with tighter creative-to-audience alignment.
- Directed audio and on-demand video strategy. Partnered with external agencies to overhaul CTV and audio campaigns - refined targeting, killed weak placements, and cut CAC 22% YoY on those channels.
- Led monthly, quarterly, and annual forecasting. Rebuilt budget models so channel mix and spend decisions aligned with financial constraints and growth goals.
- Presented weekly to C-suite. Translated performance into the language leadership cares about - CAC, LTV, high-quality prospect volume - to drive alignment and protect the roadmap.
- Expanded purview within a year. Promoted to add Provider Acquisition Marketing to the role based on results delivered on the HomePay side.

RESULTS



Results achieved during tenure as Director, HomePay & Provider Acquisition Marketing at Care.com (Apr 2023 – Jan 2025). Additional program impact included a 20% lift in high-quality prospects within the first 90 days of campaign revamp.

WHAT THIS MEANS FOR YOU

If your paid channels are stuck, your CAC is creeping, or your forecasts and spend are drifting out of alignment - this is the kind of turnaround I run as a Fractional Head of Paid Media. Senior operator in the seat, no full-time VP headcount.

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