





Industry: SaaS – OKR Tracking

Service Areas:

Paid Social Advertising (YouTube + LinkedIn), Funnel Rebuild, Use-case CRO, Product-led Strategy



About The Brand

Tability is a lightweight OKR tracking platform designed for startup teams, product managers, and remote organizations who want fast, async updates without the complexity of spreadsheets or heavy tools like Jira or Asana.

> They had a freemium SaaS model with a generous trial – but struggled with CAC, poor trial-to-activation rates, and message clarity. Despite strong internal use by founders and small teams, they couldn't scale acquisition efficiently. That's where PixelRevs stepped in.





The Challenge

Tability had strong word-of-mouth and referrals, but was hitting a ceiling with paid growth. Specifically:

- trial conversion flows.
- Landing pages were generic and failed to clearly communicate async or teamfocused benefits.
- LinkedIn Ads underperformed creatives lacked persona targeting and contextual messaging.
- YouTube Ads were only being tested with repurposed demo footage, not intentspecific content.
- Their activation rate was <40%, despite product value being delivered in week 1 • No proper retargeting funnel, just a basic brand awareness loop.

• CAC was above \$190 – largely due to unfocused top-of-funnel traffic and leaky

Tability didn't need more traffic – they needed a funnel engineered for intent, clarity, and conversion.





What We Did

Paid Social: YouTube + LinkedIn

- YouTube Ads:
 - Scripted & produced two 45s "Founder POV" videos demonstrating weekly goal updates
 - Introduced skippable ads with micro-hooks like: "Still updating OKRs in Google Sheets?"
 - Paired with remarketing sequences showing async team check-ins
- LinkedIn Ads:
 - Built 6 persona-specific static + video creatives
 - A/B tested job titles vs. interest-based targeting
 - Introduced single-image carousels showing:
 - Goal → Check-in → Progress Scorecard
- Ad destinations were routed via smart links to:
 - Relevant LP version
 - Personalized welcome email with product tutorial

Persona-Led Funnel Strategy

- Identified 3 ICPs:
 - Startup founders managing
 multiple goals
 - Product teams needing async accountability
 - Operations managers reporting to leadership
- Created unique LPs for each, featuring:
 - Problem-led headlines ("You don't need another spreadsheet")
 - Testimonial banners segmented by role
 - Short demo clips showing the weekly check-in process in action

We repositioned their product across the funnel with a focus on specific personas, async workflows, and visible aha moments — then rebuilt the ads and landing experience accordingly.

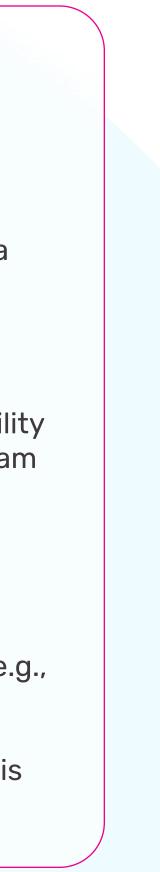
Trial to Activation Flow

- Added a 3-part onboarding email sequence:
 - a. Day 1: "How a 3-person team cut reporting time in half"
 - b. Day 3: "Not seeing updates? Try this async workflow"
 - c. Day 7: "Setup your first Check-in in 2 minutes"
- Triggered custom in-app nudges based on inactivity
- Delivered video snippets within onboarding modals
- Upgraded tooltips to show integrations with Slack + Notion

Landing Page Rebuild & Testing

- Built a modular landing system with:
 - Dynamic hero messaging via UTM targeting
 - Demo GIFs explaining how async check-ins happen
 - "Before & After" grid showcasing life without Tability
 - Pricing transparency and team use-case bundles
- CRO tests included:
 - Switching from "Start Free Trial" to "See My OKRs In Action"
 - Using real team workflows (e.g., Notion + Tability) to show integration
 - Scroll-depth + Hotjar analysis for optimization





The Results (First 30 days)

Metric	Before	After PixelRevs
CAC	\$194	\$72
Landing Page Bounce Rate	64%	27.5%
Signup to Activation Rate	37%	62%
Average Time on Site	46 s	2m 09s
Trial-to-Paid Conversion Rate	4.9%	11.8%
Monthly New Trials	~420	990+

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- Quentin Villard, Growth Lead @ Tability

We knew what our product did, but PixelRevs knew how to sell it. They didn't just give us leads – they built clarity. For the first time, traffic felt aligned with our roadmap.





Summary

Why this worked?

- Persona-first LPs with tailored copy and visuals
- Creatives that demonstrated value, not features
- Clear messaging hierarchy: async > visibility > impact
- Retargeting with behavioral logic
- Activation-focused onboarding with nudges and visuals

