



Case Study **Tability**

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:

- **CAC was above \$190** – largely due to unfocused top-of-funnel traffic and leaky trial conversion flows.
- Landing pages were generic and failed to clearly communicate async or team-focused benefits.
- **LinkedIn Ads underperformed** – creatives lacked persona targeting and contextual messaging.
- YouTube Ads were only being tested with repurposed demo footage, not intent-specific content.
- Their activation rate was <40%, despite product value being delivered in week 1
- No proper retargeting funnel, just a basic brand awareness loop.

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

What We Did

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.

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

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)*

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

Testimonial



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.

— Quentin Villard,

Growth Lead @ Tability



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