BALANDIN/AGENCY

# SaaS and app marketing

Proposal from Balandin Agency

User acquisition driven by LTV — not by pretty install counts. We buy users for SaaS, apps and digital services with e-commerce discipline: CAC against LTV, cohort payback, optimization for deep-funnel events. Documented: a paying B2B SaaS customer at $168

**4,327**

leads at $4.00 over 38 days of B2B SaaS spend

**364**

card-on-file trials at $47.60

**103**

usage-based subscription payments from those trials

# Where SaaS and apps lose money

### Installs grow — revenue does not

Cheap installs from broad campaigns do not activate. We optimize for activation and payment events sent to the ad platforms, not for store clicks.

### CAC looks fine until you look at churn

A $50 CAC at a $40 90-day LTV is slow bankruptcy. Cohort payback math first, channel targets second.

### B2B forms full of students

Broad B2B targeting fills the CRM with noise. Qualifying forms and creative that self-selects the buyer cut the junk before sales.

### One channel — one point of failure

A single working channel is a risk, not a strategy. We test adjacent channels against the same LTV math before the main one gets expensive.

# What we do so the algorithm learns from payments

### We map the funnel along the real path

PageView → lead → card-on-file trial → payment. For our SaaS client the pixel sent a single PageView — after mapping, campaigns optimized for a deep-funnel event, not clicks.

### Server-side events

Conversions API duplicated alongside the browser pixel with a shared event_id, payment — from a Stripe webhook: the browser never sees a server-side payment at all.

### Stitching the click to a payment days later

We store click identifiers and advanced matching by email hash: the payment comes days after the click, and without stitching there is nothing to tie it to.

### Channels and geos against burnout

A B2B audience is narrow and burns out: the answer is not more budget on the same geo, but a split. For our SaaS client splitting EU and US/UK showed a trial at $53 versus $74 — the budget is moved by the numbers.

# Client results

## Accounting for small business (UAE and Saudi Arabia)

$51,400 in ads → $119,800 in revenue, 133% ROMI

| | |
|---|---|
| $51,400 | 1,729 |
| Ad spend | Leads |
| $119,809 | 133% |
| Revenue | ROMI |

## GEO agency for AI visibility

Sold a new category — AI visibility — to cold B2B

| | |
|---|---|
| $3,911 | 142 |
| Ad spend | Leads |
| $7,610 | 95% |
| Revenue | ROMI |

## B2B SaaS, AI sales agent

Taught Meta to optimize for a card-on-file trial, not a click

| | |
|---|---|
| $17,310 | 364 |
| Ad spend | Card-on-file trials |

# Client results

## AI platform for brands

Brought a corporate audience to an AI conference through Meta in three weeks

$9,724
Ad spend

1,583
Sign-ups and leads

## Launching an IT job search service

Expected a sign-up at $5.40 — got $1.58 and 2,100+ middle+ developers

$3,381
Ad spend

2,134
Sign-ups

## Pricing

# from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

## Contacts

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30-minute call

All case studies