


See how we helped Document360 generate a **550%** increase in their conversions.

 **550%**
increase in
conversions

 **93%**
decrease in
cost per click

 **59%**
Reduced
cost per lead

Who We Worked With

Document360 is the latest successful product from the team at Kovai.co. Launched in 2018, Document360 is a knowledge base software that helps to create, collaborate, and publish a self-service knowledge base with ease.

Why They Choose Us

Document360 had proven product market fit very quickly and their funnel was converting well. The next logical step to help them to ramp up their growth was paid acquisition. They approached us to support them with both their Google and Facebook ads after hearing about our successful experience with other SaaS companies.

What We Focused On

As with all of our clients, we initially always focus on identifying the lowest hanging fruit and easiest conversion opportunities and then scaling.

With Document360 we saw quick success with a number of intelligent Google Display campaigns, Facebook re-marketing campaigns, Google Search campaigns around some bottom of the funnel keywords and of course, some Facebook prospecting campaigns.