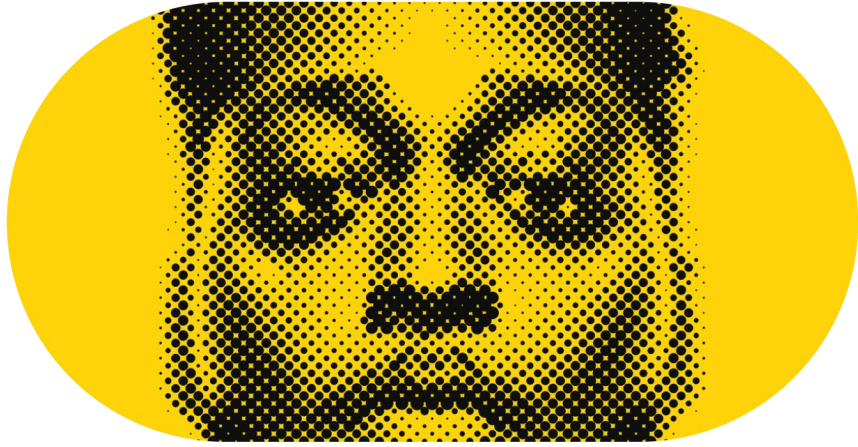


Clearer measurement. Stronger acquisition. **Senior leadership.**

A senior growth and media partner for B2B software and technology companies, ecommerce and consumer brands, and agencies, without building every capability in-house.





Who we are.

A collective of senior growth and media specialists. Every engagement is led by a senior operator who sets up the work, reads the results and owns the recommendation.

Experience

In-house growth at a global commerce platform, a leading social app and one of the world's largest retailers, plus agency-side work for a leader in search

Focus

User acquisition, paid media, measurement, experimentation and growth leadership

Who we help.



■ Who we work with

B2B software and technology companies

Ecommerce and consumer brands

Agencies that need white-label media delivery

■ What brings them in

■ Rising CAC, unclear return

■ Reporting that doesn't reconcile

■ A new channel, market or growth motion

■ An empty or stretched growth seat

■ A small team that needs senior direction

■ Agency client work that needs strategic oversight

■ Manual reporting AI could take off your plate

■ Why us

Data-informed. AI-forward. Without the slop.



The context layer

Clean tracking, trusted data and clear business goals, so AI works from facts.

The judgment layer

A human in the loop on every output. Senior people decide where spend goes, what to test and when to stop.

Hands on the work

The person who sets up your tracking is the same person who reads the results and tells you what to do next.

A small, experienced team, multiplied by good tools.

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Four ways to work together



Usual starting point

Audit + Implementation Sprint

Find what's limiting growth and fix the most important problems in 3–4 weeks.

- Kickoff and business-goal alignment
- Audit of accounts, tracking, reporting and funnel
- Prioritized findings and a 90-day action plan
- Up to 8 agreed fixes, made and QA'd
- Handoff and a written recommendation on next steps

Paid Media Management

Day-to-day ownership of your paid-media program.

- Campaign operations and budget pacing
- Bidding, audience and testing strategy
- Analysis, reporting and the commercial read
- Weekly check-in and monthly review
- Client-owned ad accounts, 90-day initial term
- For programs spending more than \$10,000 a month

AI Marketing Ops

Reliable data, less manual work, dashboards people use.

- Workflow mapping and bottleneck diagnosis
- Data connections, tracking fixes and dashboards
- AI-assisted research, analysis and briefing workflows
- Human checkpoints, documentation and training
- 30-day stabilization, then optional maintenance

Fractional Leadership

Growth leadership, part time.

Growth Advisor · 8 hrs a month

Advice only: performance review, experiment priorities, budget and channel guidance.

Head of Growth · 24 hrs a month

Owns a defined growth agenda: strategy, KPIs, roadmap, team and agency direction.

Selected work



Work our team led in-house at category leaders in commerce and social.

■ Global commerce platform

Resetting acquisition payback

The problem

Reported acquisition economics didn't reflect regional customer value and payback.

The approach

Separated regional economics, ran geo-split incrementality tests, and shifted spend while protecting volume.

Results

-71%

acquisition payback vs. baseline, volume preserved

■ Consumer social platform

Fixing early advertiser churn

The problem

New advertisers churned within days of onboarding, held back by education and cold-start gaps.

The approach

Diagnosed both causes, A/B tested lifecycle education by journey stage, and worked with product on a cold-start fix.

This project

33 → 40%

early-cohort retention

Across the role

+35%

YoY revenue growth

+18%

advertiser MAU

+34%

funnel conversion

■ Global commerce platform

AI-driven messaging and creative testing

The problem

Messaging was disjointed across demand gen, acquisition and landing pages.

The approach

Built a human-in-the-loop team of AI agents to score messaging by medium and vertical from a year of performance data.

Results

2.2 → 2.7%

overall conversion rate, a lift of about 23%

3 wks → ~10 days

creative greenlight time

How engagements run and scale



1

Diagnose and fix

A 3–4 week sprint finds what's limiting growth and fixes a bounded set of problems.

Client-owned accounts, with user-level access

2

Run it with us

Media management, AI ops maintenance or fractional leadership, with an initial term and a written review.

Written scope, baseline and acceptance criteria

3

Scale with a lead

As the work grows, we bring in specialists from the collective under one dedicated lead. Accountability, QA and escalation stay with us.

Monthly reporting and QA on every engagement

Need creative, copy or web?
We'll recommend a specialist or help you hire one.

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Start with a conversation



1

Discovery call

We talk through what's going on, who owns the decision, budget, timing and who'll work with us on your side.

2

One clear recommendation

Usually the sprint, so you know the real problem before committing to anything longer.

3

Written proposal

Scope, success criteria, price, dependencies and exclusions, agreed before work starts.

4

We get to work

A baseline agreed in writing, regular reporting, then a review to renew, expand or close out cleanly.

A good fit looks like

A reason to move now: a launch, a board target or an open role

Access to platform, analytics and CRM or order data

A budget owner on the call

For paid media, more than \$10,000 a month in ad spend

contact@essorgrowth.com

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