



Gabb is a high-growth startup and the leader in child-safe telecom tech. They are passionate about connecting kids to safe technology solutions.

Challenge

Gabb had limited insight into business performance, and needed transparency to showcase their success to investors. Previously, they were dependent on their cellular provider data *alone* to show them core KPIs like **revenue** and **devices sold**, but Gabb didn't have visibility into strategic context. For example: How many customers upgraded to a new phone? How many new lines come from retail partners?

Simultaneously, they **needed to optimize marketing budgets to increase ROI**. Gabb's marketing teams relied on platform and agency partner reporting using 3rd party conversion tracking data that, taken together, didn't add up.

This left Gabb leadership teams questioning what was driving new customers, and what sales and profit numbers really were.

Solution

Bonsai partnered directly with Gabb's cellular provider and established a measurement suite where **all critical business metrics could be viewed, across all teams, in real time.**



Bonsai engineering **remastered Gabb's business data model** to better understand lines, subscribers, add-ons, revenue streams and get answers to critical investor questions.



To solve over-reliance on 3rd party tracking, Bonsai unified Gabb's business and marketing touchpoints using Bonsai's **Unified Customer Measurement** (MTA) solution.

Gabb's marketing team now understands how each marketing channel contributes to driving incremental customers and purchases. Since then, they increased ROAS across their entire media mix. Moving away from 3rd party data based optimization has grown Gabb's top and bottom line.



Even previously strong performing channels saw material improvement. For example, Bonsai grew Gabb's Google Ads ROI by implementing Bonsai's pCV model – Bonsai's technology that retains Google Smart Bidding AI.

Since then, Gabb has seen tremendous total return growth, especially from brand paid search campaigns.*

Results

Partnering since 2022, Bonsai has become an extension of Gabb's engineering, marketing and finance teams. Together, we've exceeded their aggressive business growth goals in 2023, and we're collaborating to **drive even greater growth trajectories in 2024.**

*pCV drives +200% ROAS for Gabb's brand campaigns when tested against Google's buying.

"Partnering with your team immediately makes us better."

– Nate Randle, CEO, Gabb

"What your team has done for our business has been transformative – and it's only the beginning."

– Russ Hannig, VP Growth, Gabb

"We now have much more visibility across our entire organization that is facilitating informed conversations and decisions. This is just one example to illustrate the impact of visible, timely, and accurate data."

– Logan Learning, VP, FP&A, Gabb