

The space where tech grows

42DM: a growth marketing crew for tech companies & established startups

FOUNDED IN

2015

by digital marketing
geeks

TEAM OF

62

professionals

MORE THAN

250

successful projects

Key services

Choose your marketing booster for faster growth:

Growth & Performance Marketing Strategy

Inbound & Content marketing strategy

Communication strategy

Performance marketing & Paid advertising

SEO & Linkbuilding

Email marketing & Marketing automation

ABM

Content & Inbound marketing

PR & Influencer marketing

SMM

Content distribution

Design

UX

Marketing data analytics & Dashboards



Why Clients choose us?

Strategic mindset

Ideation in focus with ISTAS

Focus on tech

250 successful tech projects

Full ownership

Think and act as it is our own business

Long-term commitment

Growth without any talent gap

Verticals: successful projects



We are recognized by these leading partners

Upwork



EXPERT-VETTED



TOP-RATED
PLUS

Clutch



HubSpot



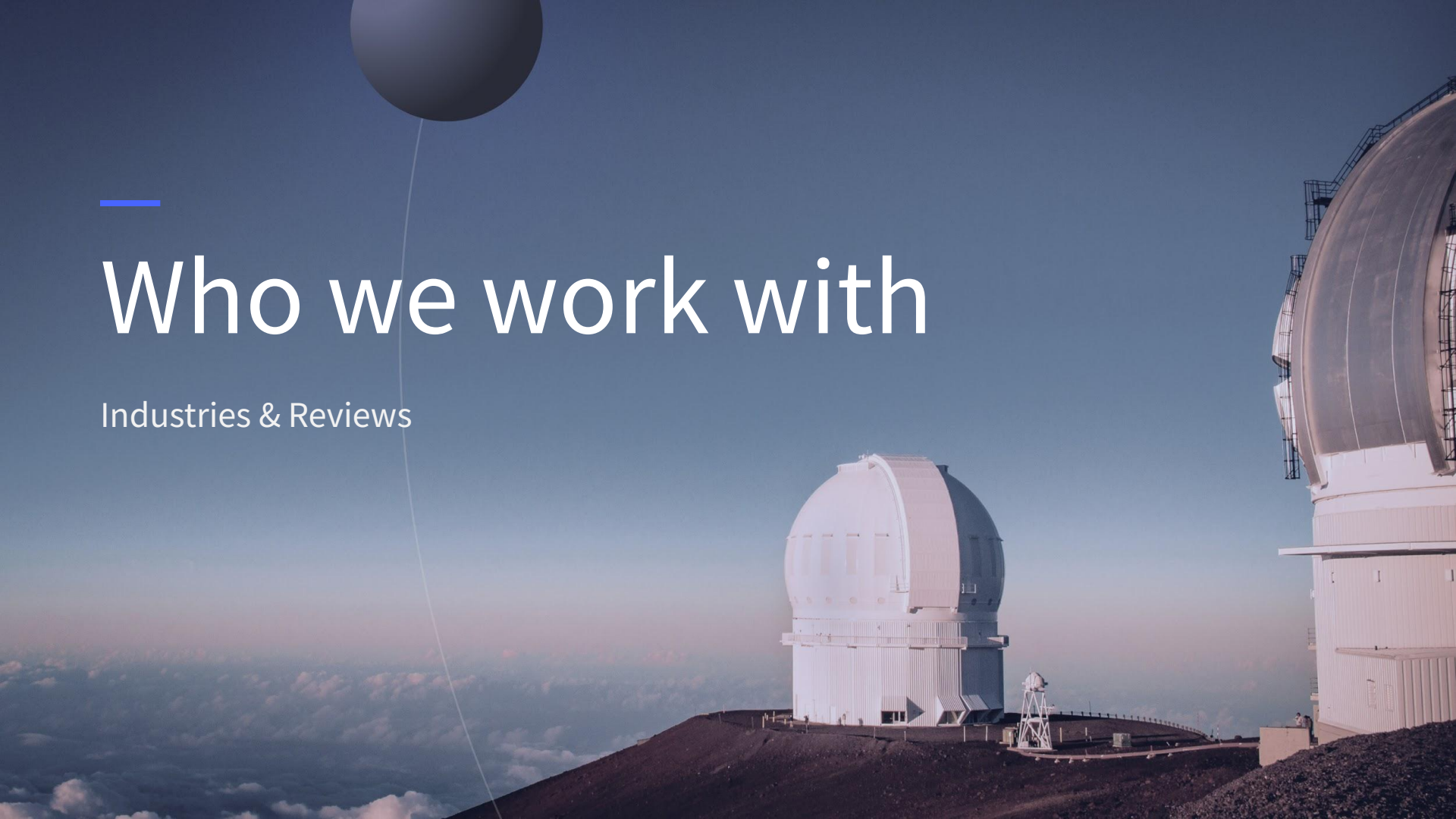
Google





Who we work with

Industries & Reviews



Key clients

(25 active clients totally)



References

Agistix is a global supply chain visibility, execution, and event management platform. 42DM team has strengths, accountability, professionalism, and a strategic mindset with brilliant execution. You can always lean on them in inbound marketing.



Trevor Read
CEO USA, Enterprise SaaS

Dash Compliance platform enables security teams to configure, monitor, and maintain security compliance in the public cloud. 42DM agency provides a high standard of work and excellent service. Everyone in the team I deal with is highly capable, responsive, and unfailingly honest. Great agency for highly skilled internet advertising at a reasonable cost!



Jacob Nemetz
Founder UAS, Enterprise SaaS

Notiv has been very pleased with 42DM as our digital marketing partner. We were impressed by how quickly they understood our business, target market, and buyer personas. This allowed them to create a comprehensive roadmap that has increased brand awareness and dramatically increased paid and organic traffic. All our requests were promptly addressed, and they communicated clearly and efficiently. 42DM's dedicated team is a pleasure to work with, and I recommend them highly.



Richard Tasker
Australia, AI meeting assistant, SaaS

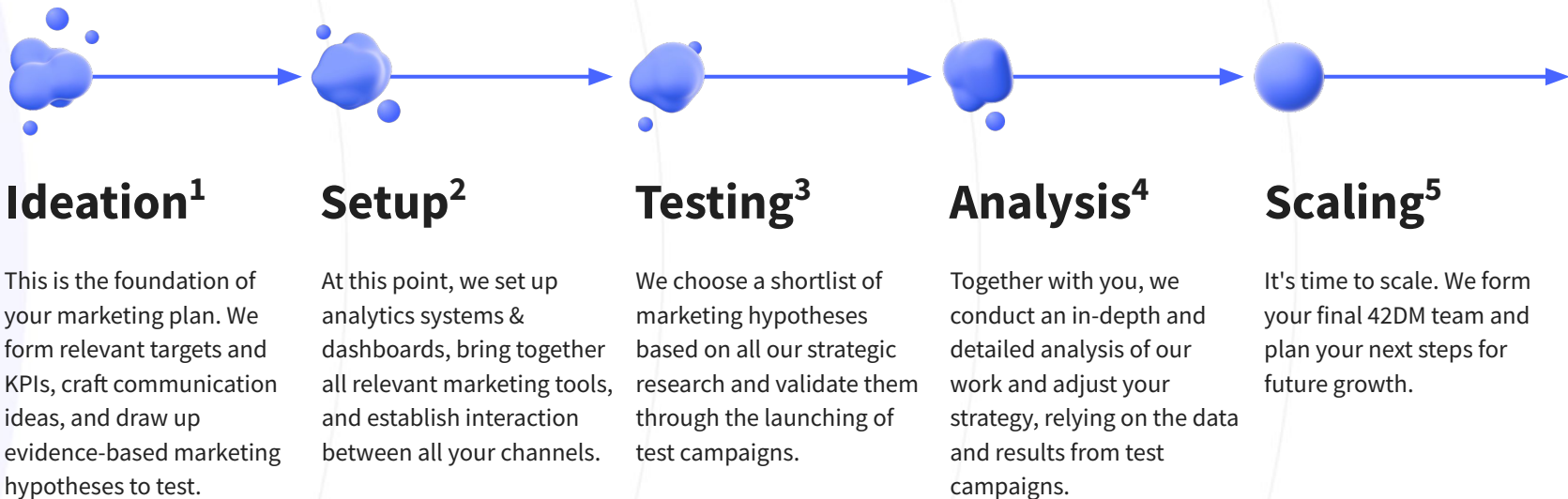
How we work?

ISTAS framework

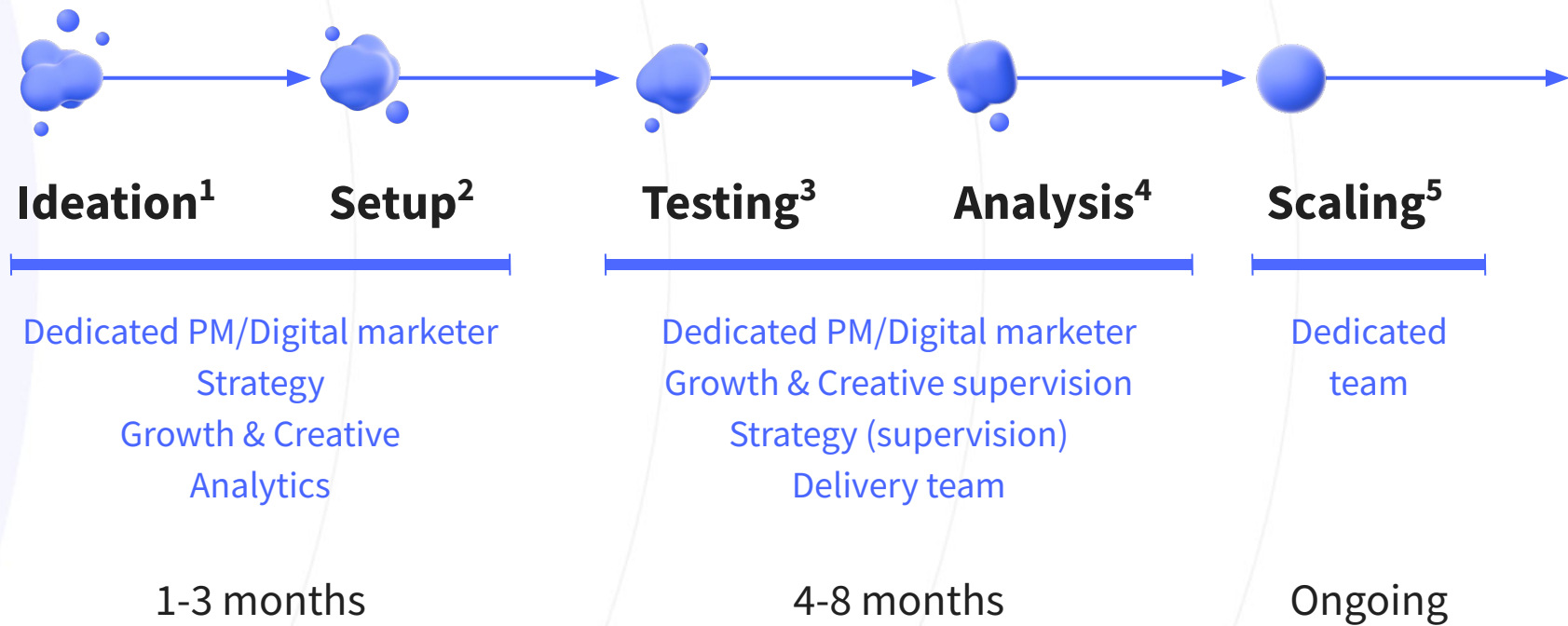
After managing 250+ successful projects, we have accumulated experience in a tailored **5-step growth marketing approach** that helps our clients to scale their businesses & reach their goals.

Successful growth marketing by 42DM combines the best of both worlds: **traditional marketing & advertising consulting** + **agile** marketing.

ISTAS: 42DM tailored framework



ISTAS: 42DM tailored framework



Enterprise SaaS

Success story



Enterprise SaaS. Supply chain automation. USA



CHALLENGE

Agistix is a global supply chain visibility, execution, and event management platform. It provides shippers, suppliers, and carriers with a place to see all shipments across all carriers.

Challenges:

- High competition within a very narrow market niche;
- Low readiness for digital promotion: just a one page website;
- Limited budget for marketing and paid promotion activities.

SOLUTION

3-step solution:

1. Build clear positioning to differentiate from competitors by aligning all the essential digital assets (website development, case studies, blog articles, social media pages).
2. Grow brand awareness and promotion campaigns in LinkedIn and Google Search.
3. Develop an efficient inbound marketing model that covers all funnel stages and brings leads even when paid ads are not run.

RESULTS

300%

total traffic growth in 1 year

\$22 / lead

LinkedIn lead magnet campaign results

15+ leads

From the blog during the last 3 months

Enterprise SaaS. Cloud compliance automation. USA

dash™

2014

CHALLENGE

Dash Compliance platform enables security teams to configure, monitor, and maintain security compliance in the public cloud.

Goal:

Company wanted to develop a content marketing strategy that would help them to grow and expand their business, build brand awareness, and grow relevant organic traffic.

SOLUTION

We've developed a comprehensive content marketing strategy which included On-page/Offpage SEO, Pillar page development, Lead generation via PPC campaigns (Paid Search in Google and Bing & LinkedIn), and email marketing to nurture the leads & close them via special offers.

RESULTS

112%

total traffic grew in 1.5 years

100+

relevant keywords in top-10 in the US

50%

optimization of cost of lead in PPC

SaaS

(Software as a Service)

Success story



B2B & B2C. SaaS. PDF editor. North America



CHALLENGE

Lumin PDF is an online document management and editing platform. The company wanted to develop a growth marketing strategy that would help them to expand their business, build brand awareness, and grow relevant organic traffic.

Goal:

Become a top-of-mind PDF tool both for businesses, education & individuals.

SOLUTION

To win “top-of-mind” we decided to focus on winning the search battlefield. This means getting in the top-10 searches on Google for people who are looking for a pdf-editor, convert the audience with engaging content & nurture them to paid customers with both great product related content & commercial offers.

We developed a comprehensive growth marketing strategy which included content marketing, SEO & blogging, SMM on LinkedIn, lead generation via PPC campaigns (paid search in Google, bing, and LinkedIn), and email marketing to nurture the leads, closing them via special offers.

RESULTS

1000%

non-branded organic traffic growth in 1 year

TOP 5

position for High Volume Keywords

176%

increase in signups in 1 year

50%

increase in paid customer conversion

B2B. Ad tech. USA

CHALLENGE

Adwisely is an online advertising tool for eCommerce stores. The company wanted to increase brand awareness and drive organic traffic through commercial keywords.

Challenges:

- Highly competitive niche
- Limited budget
- Need to re-brand and switch domains

SOLUTION

For new brand positioning, we focused on re-branding, switching domains, and developing a comprehensive SEO strategy.

- Development of content ecosystem for awareness stage
- Launch and activation for SEO Landing Pages for consideration stage
- Industry trend monitoring to provide blog content of highest relevancy
- Keep producing and supporting relevant content for organic lead generation

RESULTS

900%

Organic clicks growth in 1 year

492%

User growth in 1 year

1408%

Impressions growth

16.1

Average position increase

B2B. AI. USA

CHALLENGE

Yellow Hat is AI solution for managing construction documents.

Challenges:

- To soft launch Yellow Hat & attract first visitors.
- To acquire additional knowledge about the audience.
- To attract 50 customers for the Demo and Pro versions of the product.

SOLUTION

Applied approach:

- Audience Research (Quantitative + Social Media);
- Offer & Messaging tests using webpages and paid traffic channels;
- Organic Social channel & community foundation using audience insights for the content;
- Marketing automation for lead-nurturing.

RESULTS

5000+

Visitors acquired

212

Email list subscribers

33

Demos started

8

Interviews booked

B2B SaaS. Note-taking app. USA



CHALLENGE

Notiv (now Notes by Dubber) is an AI-driven Notetaker to record, transcribe and summarize your meetings.

Key challenges:

- low readiness for a digital marketing promotion
- high cost of paid customer acquisition
- low conversion from registered accounts to paid customers

SOLUTION

We build a comprehensive growth marketing strategy and suggested the company to go beyond their category to the territory of making business conversation more meaningful.

Grew share of organic traffic to balance the acquisition cost.

Focused on data & paid customers acquisition in performance marketing.

RESULTS

300%

organic traffic growth

16.6%

conversion rate

#1

Product of the Day on Product Hunt

Fintech

Success story



B2B. SaaS Fintech. Europe

TICKSTAR

2024

CHALLENGE

Galaxy Gateway is a Peppol infrastructure cloud service delivered by Tickstar, a fast-moving company.

Challenges:

- Niche service for very narrow audience around countries that use Peppol
- Optimize ranking in organic search for traffic generation in technical keyword
- Generate leads via lead magnets to further convert into deals

Goal: build traffic from organic and paid sources for stable leads generation

SOLUTION

An ecosystem of a pillar page, downloadable lead magnet and strong SEO optimization.

Solutions:

- Pillar page with supportive blogs created to reach optimization for Peppol keyword
- Targeted paid advertising in Google and LinkedIn with GEO-specific landing pages for better conversion
- Lead magnet created to collect leads for further nurturing

RESULTS

TOP 5

in organic search for "peppol" keyword

\$37 CPL

on average after optimization

28

deals WON over 6 months



B2B. Fintech. Asia, Singapore

CHALLENGE

Alpha Fintech provides banks and financial institutions with a platform to manage their entire Acquiring Ecosystem in the Cloud.

Alpha processes over \$20 billion annually for over 40,000 merchants on behalf of several innovative FI's.

Main goals:

- Make digital banks and payment service providers trust Acquiring-as-a-Service solutions and increase global awareness;
- Expand to EU and US markets with simplified messaging, allowing people to better understand their solution and its value.

SOLUTION

To explain Alpha's complicated business model to the different target audiences while ensuring scalable growth, we developed an inbound marketing approach, focusing on trust and simplicity.

3 stages:

Attract - here we used social media to simplify the complex financial information for users. We also worked with the founder's personal page as an additional brand awareness tool.

Convert - we developed several case studies and lead magnets to use lead ads to minimize the conversion path.

Close - at this stage, CRM & marketing automation helped us to convert leads into sales.

RESULTS

300+ leads

in less than 2 months

\$35 / lead

LinkedIn Lead Ads result

25,000

Twitter impressions per post

Software development companies

Success story



Building inbound lead generation machine for blockchain development firm from scratch

INC4

INC4

CHALLENGE

INC4 is a software development company for blockchain & crypto projects, focusing on smart contracts, dApps, DeFi, mining software, wallets, and other unique DLT solutions.

Challenges:

- Niche service (blockchain development)
- “0”-brand awareness
- Low readiness for digital marketing (outdated 1-page website for start)

Goal: build inbound lead-generation machine to scale the business

SOLUTION

Expert-focused content marketing strategy empowered with strong personal brands for C-suite team built in social media & offline events

3-steps implementation:

- Develop brand positioning and align all the essential digital assets with it.
- Launch top-funnel lead-generation campaign to grow the awareness.
- Grow trust to the company brand

RESULTS

7,000

Unique visitors for the first campaign

112

Top-funnel leads to be generated

4

relevant prospects generated via 1st lead magnet campaign

B2B. IT outsourcing. Europe

CHALLENGE

Glorium technology is a custom software development company for healthcare & real estate businesses. Their high performance and domain expertise help businesses convert new challenges into opportunities.

Challenges:

- High competition
- Very narrow market niche
- Low readiness for digital promotion: 1 page website only
- Limited budget

SOLUTION

3-step solution:

1. Develop brand positioning and align all the essential digital assets (website creation, 30+ success stories, 27 blog articles, social media pages).
2. Awareness growth (registered and managed promotion campaigns for the most relevant marketplaces).
3. Efficient inbound marketing model creation (blog posts + lead magnet creation).

RESULTS

229%

total traffic growth in 1 year

15 leads

per month with zero PPC budget

553%

organic traffic growth in 1 year

Mobile

Success story



B2C. Mobile App. SaaS. North America



CHALLENGE

The owners of a waterfowl hunting app called Duckr came to us with some goals they wanted to be accomplished just before the beginning of the hunting season.

The goals were:

1. To increase brand awareness among duck hunters across the USA
2. To increase the number of app installations and motivate users to buy a paid version

SOLUTION

Before the hunting season got into full swing we decided to go in several directions simultaneously:

1. Paid traffic acquisition & launch of pay-per-click campaigns directed at increasing the number of installations on FB, IG, Apple Search Ads and Google Search
2. ASO for App Store and Google Play
3. Social Media reformation, content updates and creation of unique branded content
4. Seeding in appropriate forums, such as Quora, Reddit and duck hunting forums
5. Collaboration with female duck hunting social media influencers

RESULTS

App installation conversion rate increased from **2.91%** to **7.89%**

Installation cost was reduced by **77%** (from \$2.31 to \$0.5)

Number of installs:
Android **624** installs
IOS **3 227** installs

B2B. Application. North America

CHALLENGE

Jobber is a B2B platform providing specific software solutions for small home service businesses.

The main goals of the project were:

1. Scale existing advertising campaigns
2. Keep CPT as low as possible
3. Increase presence in other countries

SOLUTION

We made a deep analysis of the account's historical performance and defined opportunities for growth within existing settings. We freshened the existing creatives and established an ongoing creatives testing & updating process. This has significantly improved the audience reach, CTR, and CPI & CPT.

We started testing different bidding strategies and targeting combinations in both Facebook & Google advertising platforms, with the result of a 70% decrease in CPI & 55% decrease in CPT.

We also successfully launched advertising campaigns in new countries while keeping CPT within the established KPIs.

We also reduced the CPT by 35% on both advertising platforms by performing daily campaign maintenance.

RESULTS

3,000 installs within CPI \$115 while KPI was \$350

30 trials within CPT \$650 while KPI was \$1200

150% increase in brand awareness & organic installs according to Google Trends

CAAJOO - Trending home service application in UAE

CAAJOO

4002

CHALLENGE

Caajoo is a new home service application in the United Arab Emirates & Indonesia. It connects potential clients with a wide range of local home service businesses. Caajoo faced the challenge of improving its iTunes App Store rankings, increasing organic installs, & winning a high conversion rate during soft launch.

SOLUTION

First of all, we started with analysis of current ASO and app rankings. Then we proceeded to deep analysis of competitor applications in both the App Store & Google Play. Apart from analysis of competitors in target markets, we also researched the most successful competitors in this niche worldwide (especially top grossing apps).

We prepared App Store keywords research & very precise recommendations with side-by-side comparisons of each competitor's ASO, including icons, screenshots, promo, keywords density, promo, description, and meta comparison. Even with only partial implementation of our recommendations, organic install increased by 35%, conversion rate increased by 11.5%, and 10 more keywords became top 5.

RESULTS

35%

growth in organic installs

11,5%

growth in install conversion rate

10+

keywords
reached top 5 positions

Web3

Success stories



B2B. Web3. USA

CHALLENGE

PembRock is the first leveraged yield farming application built on NEAR Protocol.

The company wanted to launch and become a top-5 project on NEAR in just 5 months.

SOLUTION

To become a top-5 project, we decided to develop and implement a marketing ecosystem, which would:

- Give PembRock a quick start
- Distribute knowledge about the new project within the community
- Acquire relevant customers and retain them both within and beyond NEAR

RESULTS

5 mln USD

TVL in 2 months after product launch

300+

Opened farming positions

10k+

Twitter followers

5.2%

Engagement rate

Crypto wallet promotion in a highly competitive niche



CHALLENGE

CoinSpace is a popular and secure cryptocurrency and bitcoin wallet.

They come to us with the following goals:

- Brand awareness growth.
- Increase the number of users by finding opportunities to scale their business in terms of both geography and target audience.

Goal: develop the marketing approach to build a loyal community and extend the audience.

SOLUTION

- 1) Discover market opportunities (market and competitor analysis, user journey improvement, and communication benchmarks).
- 2) Develop the content & social media approaches to building the loyal community focusing on Twitter
- 3) Performed ASO audits to increase the organic traffic in app stores. Focus on cryptocurrency keywords (bitcoin + trendy altcoins)
- 4) Drive brand awareness & trust with PR articles distributed in relevant media (overviews with focus on how we differ from competition).

RESULTS

25 times

Engagement growth in social media

9.6 times

Over performed the competition in social media

40%

Growth in organic traffic & installs on App store & Google play in 1 month after the ASO strategy implementation

Generating inbound demand for early stage RegTech startup



2024

CHALLENGE

ORS Cryptohound - AI-powered multi-blockchain data analytics tool for intuitive analysis of Bitcoin and Ethereum

Core challenges:

- product in Alpha/Beta stage, communication can't be focused on product features or user growth
- "0" budget for PPC, linkbuilding & Blockchain PR - only organic channels available

Our goal was to build initial awareness & generate the inbound demand for early stage startup.

SOLUTION

Insight: people appreciate outcomes that analytics tool allows them to get, rather than the tools itself.

Strategy: build the initial awareness by sharing valuable insights about crypto market with usage of the data from the tool.

Key message: crypto investigation starts with CryptoHound.

Regular crypto owners: share the investigation regarding scam projects & scam practices in the market, avoiding scam

Crypto and traditional finance institutions: investigate the regulations on different markets, share valuable insights regarding crypto as opportunity. Building the link between the tool & final point of truth for compliant operations in crypto

Media: share the investigations about suspicious crypto transactions that could be interesting for the audience. Build a strong link between crypto investigation & tool

RESULTS

200+

articles published in 4 months

35,000

appearances in Google Search results

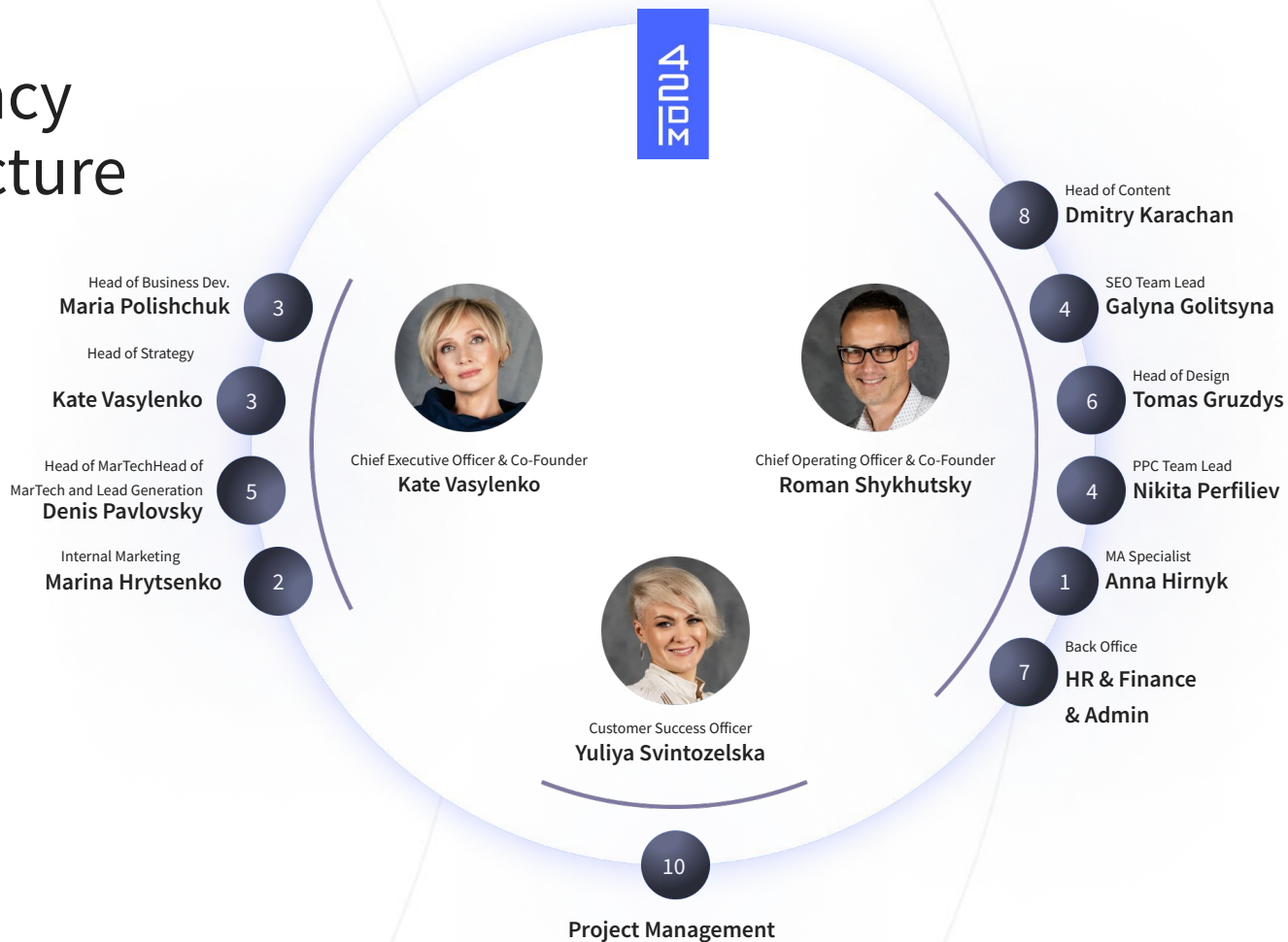
~1,000,000

estimated views generated by our content with "0" budget for promotion



42DM dream team

Agency structure





Kate Vasylenko

CEO & Co-Founder

Kate is a digital-savvy geek, marketing expert, and keynote speaker with an MSc in Applied Math and Marketing. She has 17 years of successful experience in marketing, advertising, and digital communications. She has worked with some of the leading global brands like Microsoft, Visa, Samsung, Vodafone, Coca-Cola, and many more.

— EXPERIENCE

17 years of successful experience in advertising

12 years in marketing

6 years in digital communications

4 years in promoting startups and tech companies



Roman Shykhutsky

COO & Co-Founder

Roman is an expert in digital strategy, integrated marketing, e-commerce as well as strategic management. With over 20 years of experience in marketing, Roman has a proven track record with the world's biggest brands such as McDonald's, Nestle, Pepsico, Philips, Hewlett Packard, and AsusTek.

— EXPERIENCE

20+ years in Marketing, Advertising and Media

8 years in Digital Communications



Yuliya Svintozelska

Customer Success Officer

Yuliya is an experienced marketer who uses her skills to drive clients' success. She started her career in traditional marketing and moved to digital 7 years ago. She is experienced in various areas of marketing and industries including both B2B and B2C projects. The main goal of her work is quality delivery for the customer, and smooth, efficient cooperation.

— EXPERIENCE

14+ years of experience in marketing and customer service

7 years in digital communications



Dmitry Karachan

Head of Content

Dmitry is experienced in managing content production for entertainment, blockchain, and tech companies. He develops and oversees an integrated content strategy that encompasses channel selection and focus, editorial governance, and metrics to be applied and aligned with the business's overall objectives.

— EXPERIENCE

7+ years of experience in Content Marketing for technology companies



Galyna Golitsyna

Head of SEO Department

Galyna is a proficient SEO specialist with experience in large e-commerce projects such as Delticom AG shops as well as niche B2B and B2C sites. Galyna is fluent in Swedish and successfully developed SEO and Content strategies for Swedish and Norwegian geolocations, as well as for American and European markets.

— EXPERIENCE

5+ years of experience in SEO, SERM and Content Marketing.



Tomas Gruzdzys

Head of Design

Tomas is a proficient art/creative director who gained expertise by working with a wide range of global brands and public sector clients including Contemporary Art Center, Save The Children, Nordea Bank, Nokia, Mondelez, Danone, Shell, Bayer AG, Nivea, Avon, Philip Morris, life :) and many more.

— EXPERIENCE

20+ years of experience in Art Direction, Graphic Design, Brand Identity, UX / UI and Interactive Advertising



Denis Pavlovsky

Head of Analytics

A self-made digital growth expert whose achievements in various tech companies speak to his dedication and creativity. Denis successfully developed and implemented data-driven growth strategies within different markets and industries, specializing in ABM (Account-Based Marketing), Multi-Channel Funnels, Deep Analytics, Lead Generation, and Marketing Automation.

— EXPERIENCE

11+ years of successful experience in promoting and growing tech companies



Nikita Perfiliev

Head of Performance Marketing (Paid)

During his long marketing journey, Nikita has worked with various products E-commerce and SaaS, Web and Mobile, on the Client and Agency side. Data-driven and business-oriented. Have a passion to understand Product part of the business.

— EXPERIENCE

11 years of experience in Digital Marketing including SEO, ASO, CPA and Paid Acquisition (Google, Facebook, Apple, Twitter, TikTok, SnapChat)



Mariia Polishchuk

Head of Business Development

Mariia is an accomplished marketing and business development professional with experience in B2B, Fintech, SaaS, Games, IT Consulting, Online Education, Healthcare, Mobile Apps, and E-commerce. Mariia works with customers globally in Europe, the USA, Australia, and Singapore.

— EXPERIENCE

5+ years of experience in marketing, customer service, account management, and operations.

Appendix

- 42DM tech stack
- digital marketing strategy sample
- design examples

42DM Tech Stack



200-240V-
15.5 A Max 50/60 Hz

200-240V-
15.5 A Max 50/60 Hz

Tools we use

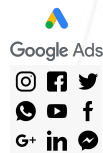
MARKET



COMPETITORS



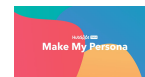
PERFORMANCE AUDIT



KEYWORDS & CONTENT FIELD



BUYER PERSONAS RESEARCH



42DM Digital Marketing Strategy example



Digital Marketing Strategy sample slides

Competitor's general overview

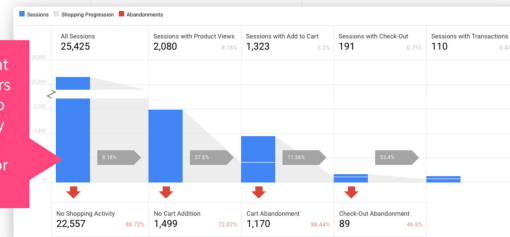
Competitor	Business Storytelling	Positioning / Key Message	Features / Benefits	Traffic Volume	Marketing Channels	Revenue, USD
Factor75	Factor75 is fresh, ready-prepared meals delivery company	Get healthy, chef-prepared meals delivered to your doorstep	Fresh, Never Frozen Ingredients Chef-Crafted Recipes Designed by Dietitians	3.400M	Direct - 49,32% Organic Search - 28,55% Social - 8,35% Display Advertising - 6,35% Referrals - 5,84% Paid Search - 5,03% Email - 3,60%	40M
HelloFresh	HelloFresh is step-by-step recipes and fresh, pre-portioned ingredients delivery company	In all our active markets, we aim to provide every household with wholesome, homemade meals - no shopping and no hassle	Budget Freshness Taste Sustainability	27.98M	Direct - 57,28% Organic Search - 21,99% Social - 8,35% Paid Search - 4,31% Display Advertising - 3,45% Referrals - 2,09%	2B
Freshly	Chef cooked, healthy meals delivered to you.	Each Freshly meal is perfectly sized for 1 person to enjoy at 1 sitting. Our fully prepared meals are delivered fresh, and ready to eat in 3 minutes.	Chef-Crafted Recipes	7.310M	Direct - 54,68% Organic Search - 28,82% Paid Search - 4,91% Display Advertising - 6,02% Social - 5,42% Email - 4,75% Referrals - 2,29%	339M

*Source of revenue - Owler, ZoomInfo
**Source of monthly traffic and go - Similarweb, Google Analytics
***Source of brand queries - Ahrefs
****Source of employees & date - Owler, LinkedIn

UX/UI INPUT

Significant conversion rate drop on Product Views & Conversions

We see significant amount of visitors (88,72%) with no shopping activity which indicating clear potential for improvement.



HYPOTHESIS #2.3

Influencers | Unfold work with influencers



Factor75 work with influencers example

FORMULATION

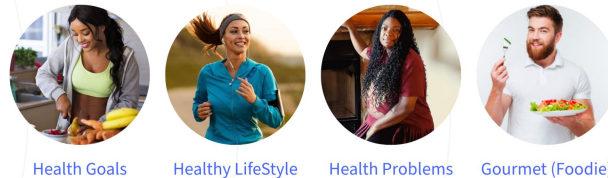
- We believe that by working with influencers we can get more social proof and relevant traffic.
- To verify that, we will interact with influencers from New York
- Proof of that will bring in more relevant traffic & conversions.

For "reviewer" influencers we can offer **free delivery** for 3-6 month.

Coaches and nutritionists will get a chance to use the Company X as a platform to develop their recipes & meal plans + earn referral fee from sales.

AUDIENCE

Core Potential Segment



With new positioning the Company X will be able to attract new customer segments

[See full sample here →](#)

Thank you!



Maria will discuss your business needs, goals, and expectations with you.

BOOK A MEETING

WITH YOUR MARKETING ADVISOR

