voyantis

Notion

How Notion acquired more teams on Google Ads with Voyantis Predictive Platform

The Company

Notion is a global team collaboration SaaS company, offering tiered subscription plans, ranging from freemium to enterprise, with more than 20 million active users worldwide.

The Challenge

Acquire higher-LTV teams while lowering cost

The fast-growing business was looking for a solution to further fuel its growth by scaling user acquisition, while maintaining healthy unit economics.

To date, the marketing team optimized its campaigns for upper-funnel events, applying rules of thumb and proxy-metrics, bound to the native ad networks limitation of short-term conversion windows.

With a long conversion funnel that includes a freemium option, the conversion to paying customers may range between a few weeks to several months. Notion's main objective was to distribute their marketing capital more effectively by reaching a competitive cost-per-team on their Google Ads search campaigns.

The Solution

User-level LTV predictive models and 'signal optimization'

The ability to predict which users would eventually convert to paying customers and yield high LTV was the marketing team's primary goal. This was due to the fact that the vast majority of users convert to paying customers after a period longer than the ad network's native conversion window.

With that in mind, Notion's marketing team worked with Voyantis to build a team-level prediction model, forecasting each team's lifetime value within 180 days.

The output value of the model was then sent as a signal (a synthetic conversion event) to Google Ads, reflecting the predicted LTV, rather than traditional actual value. The predicted values were then used to optimize search campaigns in a value-based bidding strategy (tROAS).

In other words, the Voyantis-powered campaigns were optimized for high LTV customers.

The Results

Lowering costs of customer activation and increase in LTV

After implementing Voyantis' Signal Optimization solution to attract new customers with the highest likelihood to yield high LTV, Notion saw its team activation rate (2+ active users from the same team) increase by 21%, and its six-month predicted ROAS increase by 38%.

Compared to a standard campaign optimizing for team signups, the campaign that was optimized with Voyantis' signal yielded the following results (with all other parameters remaining without change):

| **+21%**	**-32%**	**+38%**	**+35%**
team activation rate	cost per activated team	predicted 6-month ROAS	acquired teams with 3+ users

Voyantis enabled Notion to optimize its Google Ads search campaigns towards the predicted value of its customers, resulting in reduction in CAC, and substantial uplift in ad spend ROAS.

Furthermore, it allowed the global SaaS business to successfully activate value-based bidding, which evolved into a dominating strategy for Google advertisers, when combined with predictive bidding.
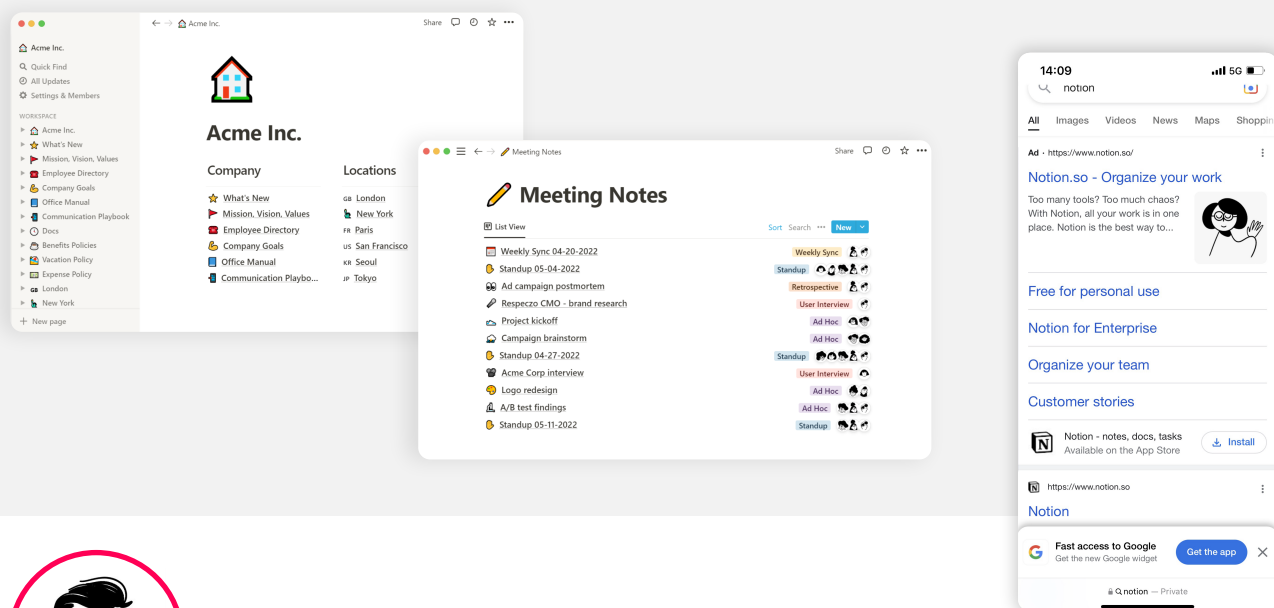
Fabien David
Performance Marketing Manager, Notion

"It wasn't just easy to work with Voyantis' signal optimization solution, it generated great results too. We saw a 21% increase in team activation rate and a 38% predicted 6-month increase in ROAS. Here at Notion we're excited to continue our partnership with Voyantis as we expand our growth strategy."