



Google Case Study.

Steer partnered with NoGood to reach a high six-figure MRR within 4 months, increase full-funnel conversion rate by 320%, and achieve a 37 % growth rate MoM.

↑ 600%

Traffic

↑ 320%

Conversion Rate

↑ 37%

MoM Growth

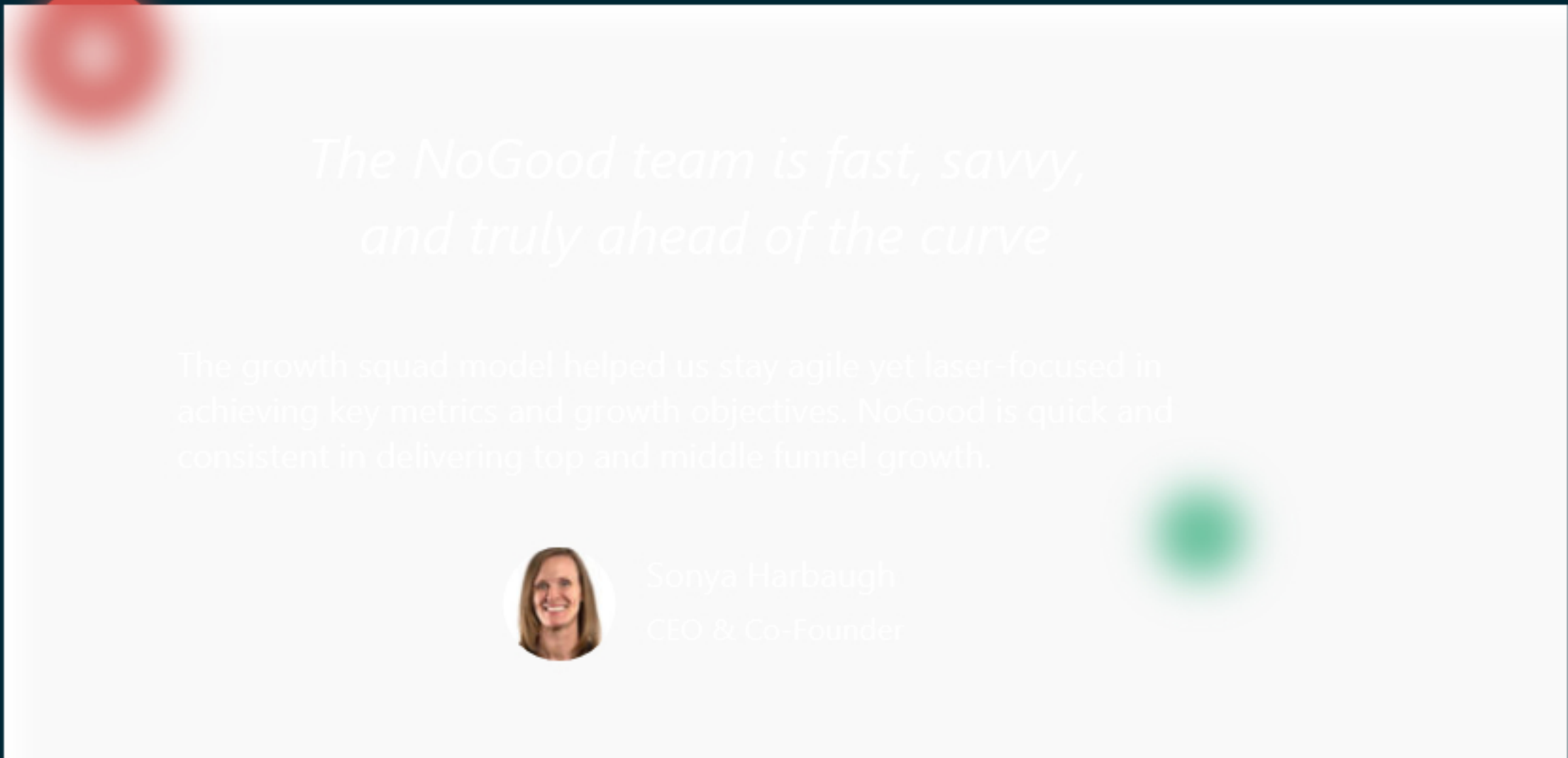
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Explore

Who is Steer?

Steer is an electric car monthly subscription service that offers drivers an alternative to buying or leasing.

A Steer membership includes insurance, maintenance, roadside assistance, and the ability to swap between various models from brands like Tesla, Porsche, Audi, and more.



Objectives

The goal was to successfully launch Steer in Washington, DC and reach a six-figure MRR by month 6.

Challenges

01. Just like owning or leasing a car, a Steer subscription is a capital intensive purchase.
02. Car subscriptions are a new category, so consumers require some education to fully understand the value and benefits.
03. Steer offers three unique plans, each at its own price point, attracting different audiences.
04. Applicants must be approved based on past driving record and credit score to access the subscription.

Services Provided

Services Provided by NoGood:

01. Idea validation and discovery
02. Growth financial model
03. Landing page building
04. Rapid product/MVP prototyping
05. Market and competition research
06. Persona and UX analysis
07. Full funnel analytics and journey tracking

Media Management for:

01. Facebook and Instagram Ads
02. Podcasts and Spotify Ads
03. Google and Bing Ads
04. Content Partnerships
05. Influencer Marketing
06. Influencer Marketing
07. SEO

Results

NoGood helped Steer achieve their six-figure MRR goal two months ahead of schedule.

Through rapid full-funnel experimentation and narrowing acquisition targeting, we were able to scale up an efficient growth marketing process and maintain a healthy LTV/CAC ratio during various stages of growth.

Additionally, our content marketing strategy increased Steer organic traffic by over 600% through strategic keyword targeting and SEO, setting them up for continued, sustainable growth.

600%

Traffic

37%

MoM Growth

320%

Conversion Rate

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MoM Growth

Get in touch



Next Step

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B2B Marketing
Lead Generation
Content Marketing

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