

VARIABLE

Google

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

↑ 37%

MoM Growth

↑ 320%

Conversion Rate

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.

*The NoGood team is fast, savvy, and truly ahead of the curve*

The growth squad model helped us stay agile yet laser-focused in achieving key metrics and growth objectives. NoGood is quick and consistent in delivering top and middle funnel growth.

Sonya Harbaugh  
CEO & Co-Founder

## 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

↑ 37%

MoM Growth

## Get in touch

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