




# Picmonic

**picmonic**  
Remember More in Less Time

## HOW PARACORE HELPED SCALE YOUTUBE ADS TO NEARLY 8X REVENUE MONTH OVER MONTH

### What challenges were Picmonic looking to solve?

Entering their peak season of the year, Picmonic wanted to find ways to increase their ad spend so long as it resulted in more revenue at a similar return on ad spend (ROAS). Most channels outside of YouTube seemed to be at capacity.

Pain Points	ParaCore Solution	Results
 <ul style="list-style-type: none"><li>• Their main paid ad channels appeared to already be tapped out.</li><li>• They wanted to scale ad spend to get the most of their peak season, but didn't know where to direct the additional budget.</li><li>• YouTube campaigns historically didn't spend much.</li></ul>	 <ul style="list-style-type: none"><li>• Researched additional placements (youTube videos) that were relevant to their target audience, expanding existing campaigns.</li><li>• Researched, built &amp; launched several custom intent audiences, introducing new campaigns &amp; allowing more spend on the channel.</li></ul>	 <ul style="list-style-type: none"><li>• Month over month, ideal shifts in key metrics were observed, including:<ul style="list-style-type: none"><li>◦ 393% increase in ad spend</li><li>◦ 690% increase in revenue</li><li>◦ 60% Increase in Return on Ad Spend</li></ul></li></ul>



"Paracore's team is very knowledgeable and competent. Their reporting is very clear, and they are highly accountable to delivering results. They are also proactive about defining new campaigns, testing new creative and channels."

**JENNIFER APY**

Head of Marketing, Picmonic

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