

3x Revenue Growth in Two Years

Partnering with a \$12M ARR direct-to-consumer subscription company's management team to triple revenue in under two years, without adding a single FTE

THE CHALLENGE

A newly backed founder needed to deliver improved momentum and validate the investor's deal thesis without overtaxing an already lean team. The company had been doing well, but driving accelerated subscriber and audience monetization growth across specific divisions was what the new investors were expecting. Understanding how to do that within the realities and resource constraints of the business, the changing market landscape, and with competitor consolidation beginning to ramp-up, the founder and his leadership team needed support in defining, and then delivering, this growth acceleration.

THE NORTHSHIFT SOLUTION

Developed Dynamic Growth Strategy

Conducted deep internal and external analyses to set a clear, data-backed cross-functional growth strategy led by more intentional audience acquisition, retention, and partnership revenue.

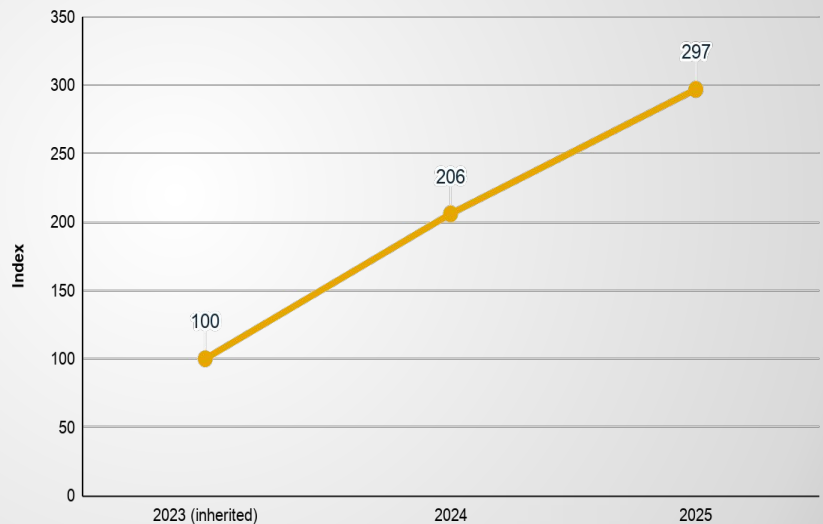
Prepared Actionable Activation Playbooks

Focused the entire business on the prioritized, highest impact initiatives and prescriptive motions to efficiently drive growth, while infusing more rigor into the operations of the business.

Tracked Progress & Optimization

Implemented metrics and a progress tracking tool to manage and optimize all initiatives, and provide accurate actionable data and value creation proof-points

72% Revenue CAGR 2023–2025



“NorthShift helped transform our strategy and operations, and their focused approach resulted in significant revenue growth in consecutive years.”

— VP OF REVENUE

Don't just track your data. Act on it.

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