

Aakash Gupta

Case Study and About him



Goal:

More Valuable Converstions

More Views

More Sponsors for his channel

Aakash Gupta had some really good experience
in the Product Management Niche (Our Plus Point)

Table Of Context

- 1. Problem**
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- 3. Strategies**
- 4. Results**

Problems

Design Identity

Despite great guests and good experience in the niche...his packaging and visual branding weren't optimised for Youtube discoverability...

Before



21 Harsh Truths about Product Management in AI
827 views • 1 year ago



The SwagWala PM Tells All in 3h Deep Dive
1.1K views • 1 year ago



How to LAND a Product Management Job
1.5K views • 1 year ago



KNOW Your Users as a Product Manager
563 views • 1 year ago

After



I learned AI designing more in this 1 hr than any course ever
3.3K views • 3 days ago



The Most Important New Skill for Product Managers in 2026: AI Evals Masterclass
7.1K views • 5 days ago



The PLG Masterclass People Paid For—Get It Free
1.3K views • 10 days ago



This AI Expert's Method Will Change How You Do Customer Research
3.3K views • 11 days ago



I Spent 6 Months Learning Replit. Here's What Actually Matters.
1.5K views • 13 days ago



How to 10x your productivity as a PM with AI tools
12K views • 2 weeks ago



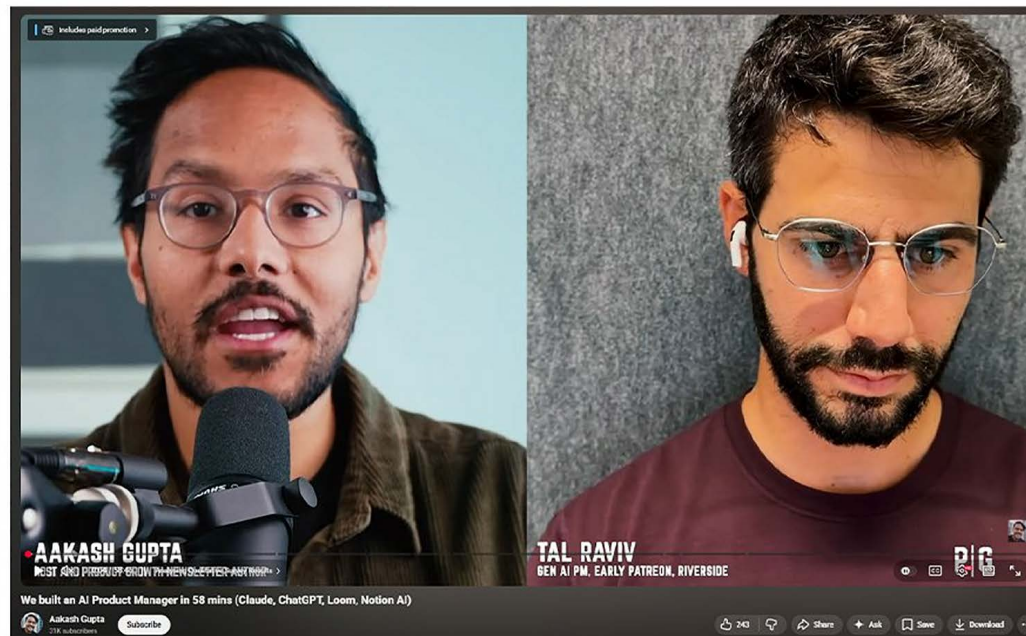
The AI-Native PM Operating System [Live Demo]
3.1K views • 2 weeks ago



AI Product Metrics Mock Interview (Meta/Google/OpenAI Case)
2.4K views • 3 weeks ago

No Trailers At the Start

Before our partnership, episodes were directly started without showing what's coming up in the episode and dropped to under 40% retention in 30 seconds.



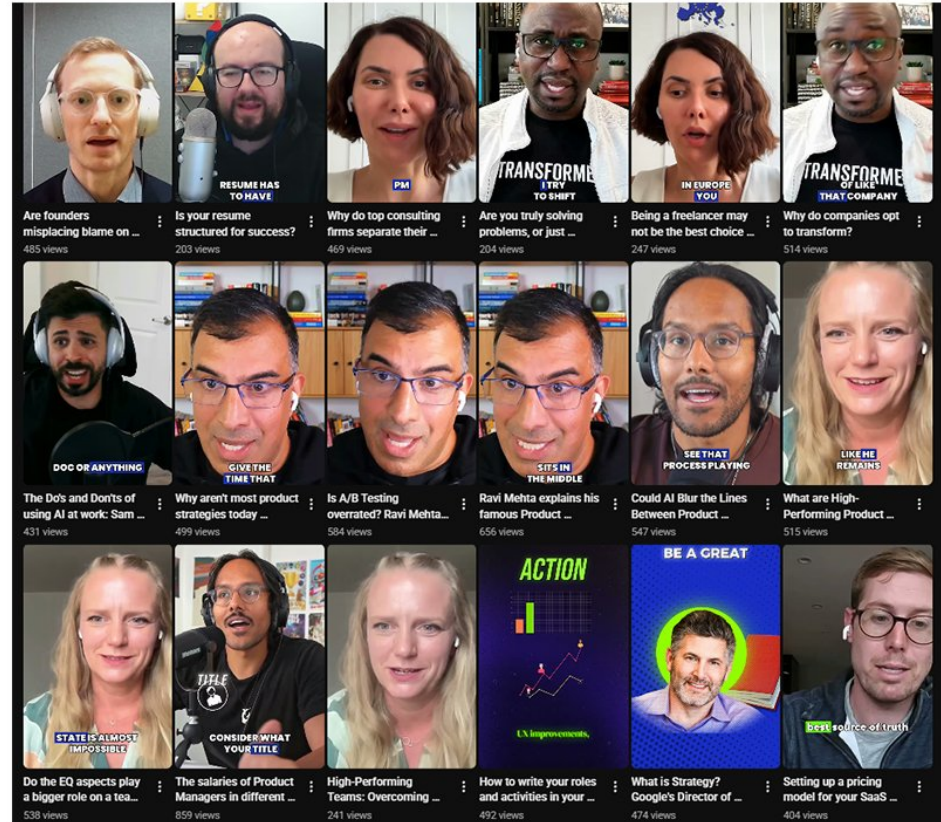
Click to play

Short Form Content

Inconsistent typography and poor clip selection.

No Visual Hook/ Hook text

No CTA



Limited Distribution

Guests he was inviting were famous on either X or LinkedIn but he was not using that.

No Guest Distribution

No Long Clips and Shortforms on other Platforms

There were shorts for some episodes and no shorts for some episodes (inconsistent)

Objectives



1

Meticulous Pre & Post Production



2

Drive Multi- Channel Distribution

3

Create Mindshare Among Ideal Listener Profile

Strategies

Guest Research:

We focused on the guest research to craft questions that naturally led to insightful or controversial responses. We made interview guides to have a better structure for each episode.

Interview Guide

Interview Guide: Pawel Huryn

Tentative Title

Master 80% of n8n in 76 mins

Thumbnail

Full n8n course



Full Episode



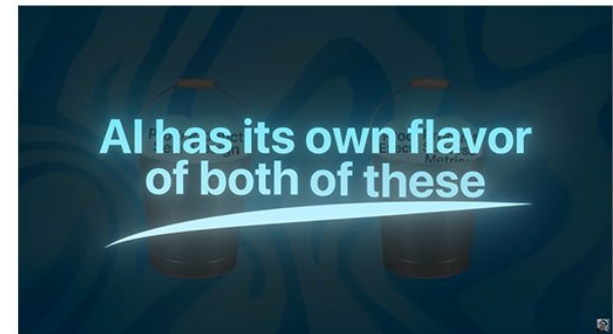
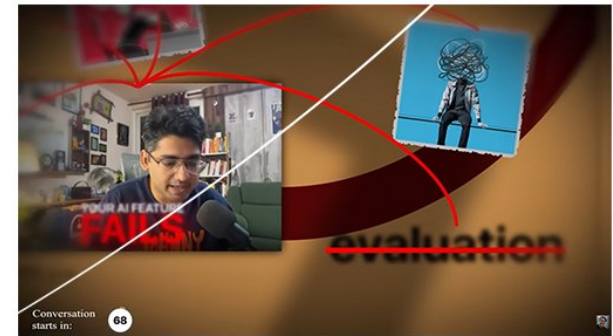
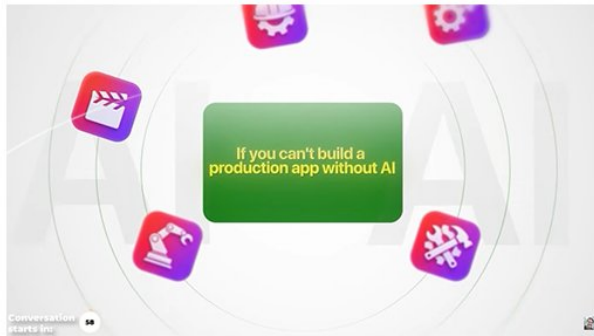
Thumbnails:

We updated the thumbnail with color-graded headshots, improved typography and text tailored to his audience.



Trailers

We updated the thumbnail with color-graded headshots, improved typography and text tailored to his audience.



Trailers

Here's the quality of work we delivered.



Click to Play



Click to Play

We crossed 217k subscribers on the Product Growth newsletter in 14 months.
Also got him sponsors like Pendo, Linear, Maven, Jira Product Discovery for his newsletter.



By Aakash Gupta  · Over 220,000 subscribers

Subscribe

No thanks >

AI Evals: Everything You Need to Know to Start

AAKASH GUPTA AND HAMEL HUSAIN
JUN 07, 2025 - PAID

156

9



Share

President, Y Combinator

Hard won insights about customers and their business logic discovered by founders acting almost as ethnographers, unpeeling in the underserved slices of the GDP pie chart.

Anjney Mishra @AnjneyMishra · Feb 21
The best AI product leader I know makes it a habit of saying 'hastu' in his

But behind the scenes, it's all ruthless war.

77 127 13K 35K 5

Greg Brockman · @gdb · Mar 4, 2023

Most overlooked skill in machine learning is creating evals. Worthy metrics which beg for improvement are the root of progress.

Head of Google AI Studio Product

Logan Kilpatrick @OfficialLoganK · Jan 2

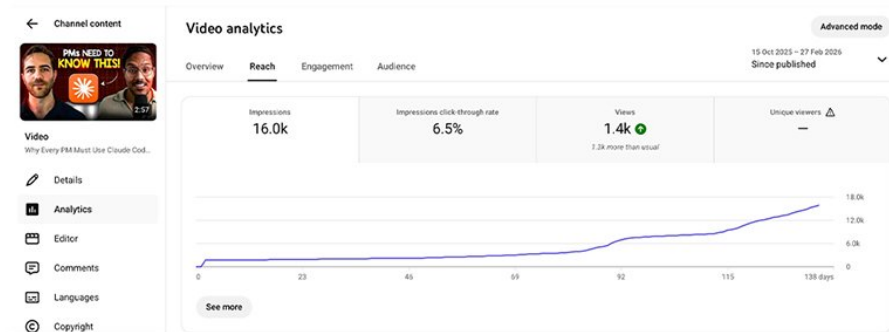
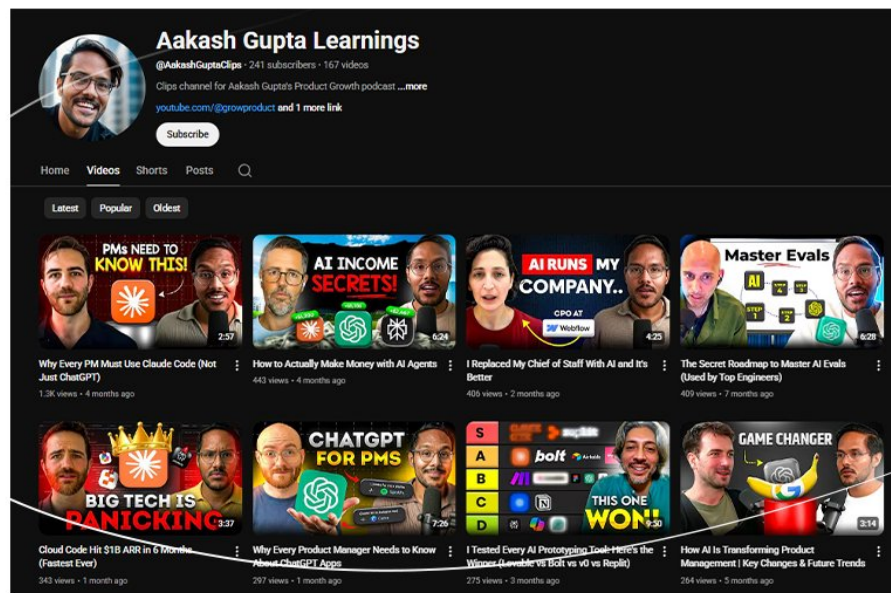
107 130 134 140 145

Software Testing	Agent Evals
Deterministic - Same input = same output	Non-deterministic - Same input = variable outputs
Binary results - Pass or fail	Fuzzy results - Good enough or not
Exact matching - Output must match precisely	Semantic matching - Output must be reasonable
Fast feedback - Tests run in milliseconds	Slow feedback - Evals take seconds/minutes
Cheap to run - Minimal compute cost	Expensive to run - LLM inference costs
Easy debugging - Clear error messages	Hard debugging - "Why did it say that?"

Click to Read

Long Clips Channel:

Made a different channel for the longform clips that can attract more audience and can help in the distribution.

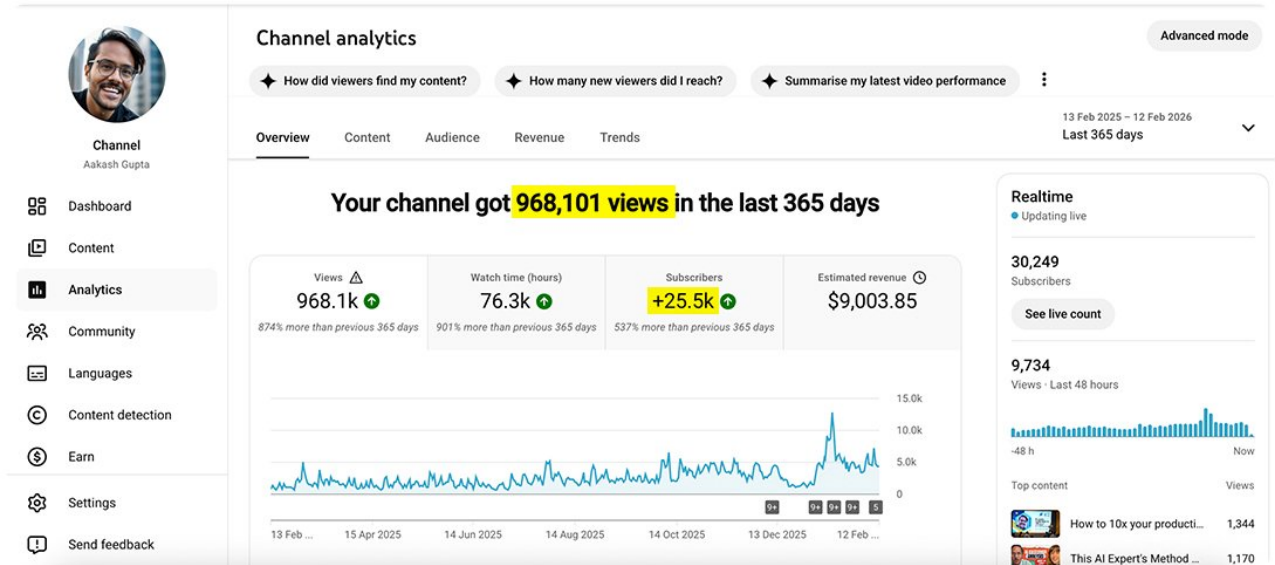


Your channel got 3,943 views in the last 28 days



Results

Youtube Stats

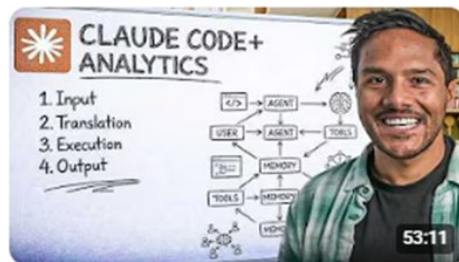


3-5k average views.



I Should Be Charging \$999 for This AI Prototyping Masterclass

4.2K views · 5 days ago



Claude Code + Analytics Masterclass: Automate Product Analytics (2026)

13K views · 8 days ago



I learned AI designing more in this 1 hr than any course ever

4.7K views · 12 days ago



The Most Important New Skill for Product Managers in 2026: AI Evals Masterclass

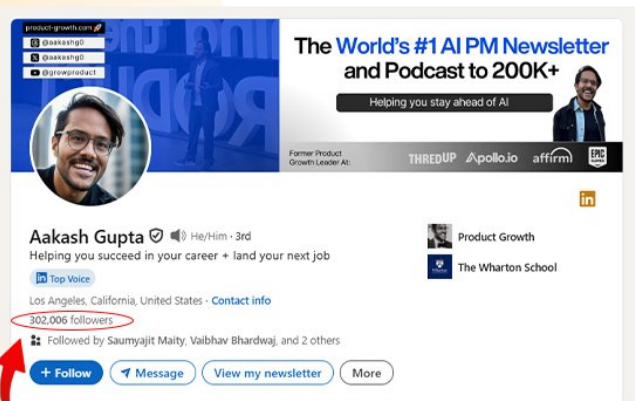
Aakash Gupta and HelloPM
9.3K views · 2 weeks ago

5-8% CTR on every video.



Impressions 201.2K	Impressions click-through rate 6.1%	Views 31.3K 26.7K more than usual
Impressions 59.8K	Impressions click-through rate 6.0%	Views 13.1K 9.5K more than usual
Impressions 89.9K	Impressions click-through rate 6.1%	Views 11.8K 7.1K more than usual
Impressions 91.8K	Impressions click-through rate 5.9%	Views 13.0K 7.0K more than usual
Impressions 248.0K	Impressions click-through rate 6.7%	Views 57.1K 50.4K more than usual

LinkedIn



productgrowth.com
@aakashgd
@aakashgd
@growthproduct

The World's #1 AI PM Newsletter and Podcast to 200K+
Helping you stay ahead of AI

Former Product Growth Leader at THREDUP Apollo.io affirm

Aakash Gupta   • 3rd
Helping you succeed in your career + land your next job

[Top Voice](#)

Los Angeles, California, United States • [Contact info](#)

302,006 followers

[+ Follow](#) [Message](#) [View my newsletter](#) [More](#)

Grew to 300k+ on LinkedIn



Aakash Gupta  • 3rd+
Helping you succeed in your career + land your next job
[View my newsletter](#)
5mo • 

[+ Follow](#) [...](#)

"Our marketing team is just me and ~40 AI agents."

-Million-dollar founder with no marketing team

And he posts on every social media, has a 50K+ newsletter, 10K+ YouTube, weekly webinars, free MBA...

★ Want [Jacob Bank](#)'s template? Comment + DM me.

If you want to become a million-dollar founder with no marketing team yourself, here's the roadmap:

1. Get inspired by Jacob: https://lnkd.in/egC_ErJk
2. Build a prototype: <https://lnkd.in/eUjDhBV>
3. Iterate with users: <https://lnkd.in/eF57gft3>
4. Take to production: <https://lnkd.in/eN84mQY7>
5. Scale your go-to-market: <https://lnkd.in/e9sggnuw>
6. Master the art of virality: <https://lnkd.in/eRwVT4bn>

We'll see a \$1B, 1-person company soon. Will it be you?



social media

- New content**
 - LinkedIn Post Drafter: Draft LinkedIn posts based on your content and draft copies
 - LinkedIn Comment Repplier: Draft replies to LinkedIn comments
 - LinkedIn Description Generator: Generate descriptions and captions from transcripts
 - YouTube Script Generator: Generate scripts based on topics and generate scripts
 - LinkedIn Post Writer for New YouTube Videos: Generate LinkedIn posts from your new YouTube videos
- Research**
 - LinkedIn Lead Finder: Find leads based on company and draft copies
 - LinkedIn Influencer Post Researcher: Find influencers to collaborate with and draft copies
- Tracking & analytics**
 - LinkedIn Post Tracker: Monitor LinkedIn posts and draft copies
 - LinkedIn Comment Helper: Track replies to comments and draft replies
 - Tweet Tracker: Monitor tweets and draft replies
 - Blindly Monitor: Track new mentions, replies, and drafts
- New content**
 - Blog Post Writer: Draft blog posts based on your content and draft copies
 - Blog Post Updater: Update blog posts and draft copies
 - Blog Post Writer: Draft blog posts based on your content and draft copies
 - New Blog Posts: Draft new blog posts and draft copies

[1,004](#) [969 comments](#) • [31 reposts](#)

Reactions



But generate something unique for video, audio, newsletter, and even social (this trailer).

Should I do this more?



[848](#)

[42 comments](#) • [39 reposts](#)

Reactions



[Like](#) [Comment](#) [Repost](#) [Send](#)

[Add a comment...](#)

Most relevant

David Pereira  • 3rd+
Helping Product Teams Drive Business Value. Not Just Ship Features | Coac...
7mo • [...](#)

Don't chase the hype, solve real user needs.
That's what more people need to focus on.

[Like](#) • [43](#) | [Reply](#) • 1 reply

Aakash Gupta   • 3rd+
Helping you succeed in your career + land your next job
7mo • [...](#)

[David Pereira](#) Well said my friend! Your ep was a masterclass on this:

<https://youtu.be/0KhSnDxpETI?si=h3x6yknTWINQw5nU>



"Most Product Managers are Bullsh*t Managers"
-2x CPO
Today, we've got probably the most controversial PM on the internet and he's here to burn the playbook. David...

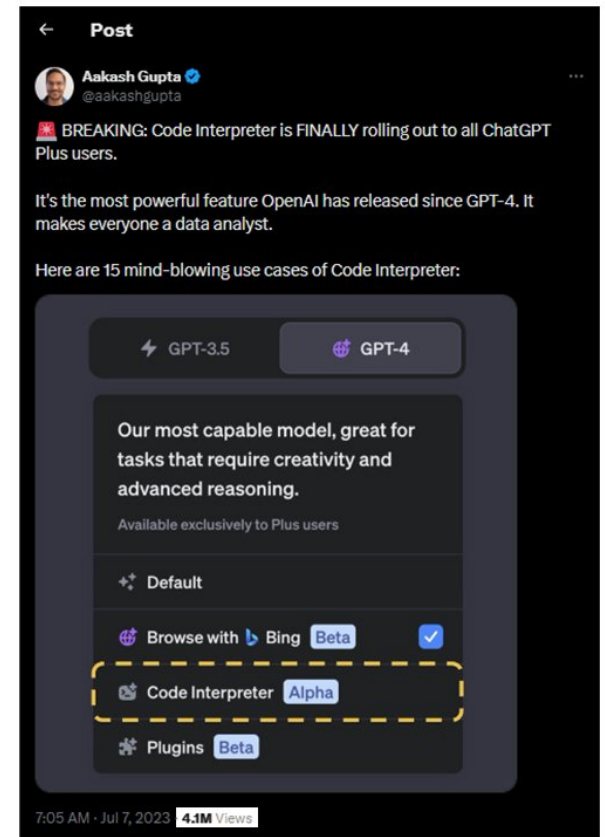
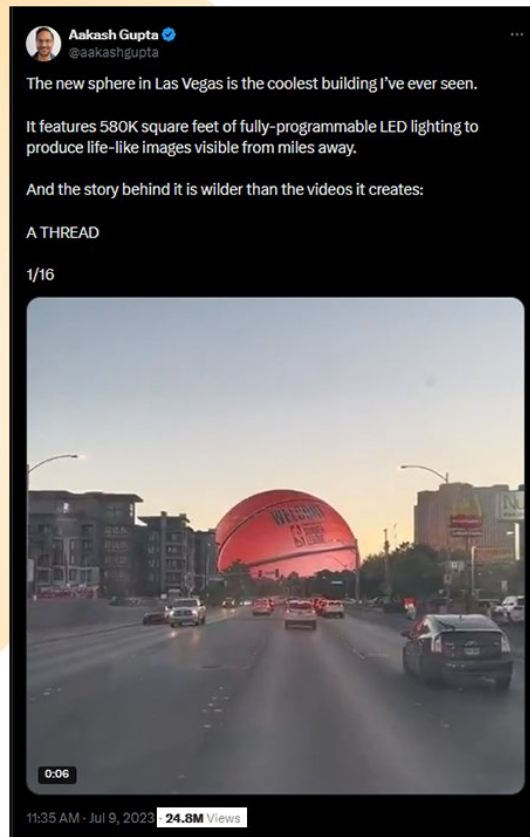
[1 like](#) • [...](#) | [...](#)

X

With the help of shorts, long clips, podcast and trendy tweets on AI & product management grew it to 190k followers.



Some tweets with 1m impressions



Sponsorship & Revenue Engine

We collaborated with Aakash Gupta to architect a high-conversion sponsorship framework, beginning with a strategically designed pitch deck used to engage and close brand partners seeking premium ad placements within each episode

Commercial Impact

Consistent brand demand: ~5 sponsors per episode

Revenue generated: ~\$4,000 per episode

Outcome: A predictable, repeatable monetization layer integrated seamlessly into content

Brand Partners



Linear

Maven™



Bolt



Strategic Value

Ascalable sponsorship engine that transforms each episode into a premium media asset balancing brand integration, audience trust, and revenue predictability.

FAQ PAGE

1. How long does it take to see organic growth?

We typically require 6–8 months to properly test, iterate, and optimize for consistent results. In some cases, growth can happen earlier, but this timeframe allows us to build a strong, sustainable foundation.

2. How much do you charge?

For clients like Aakash Gupta, Gupdav handles end to end execution, from pre-production to post-production and distribution at \$8,000 per month.

3. How can I learn more?

You can book a call directly with Gupdav through our website to explore the strategy, process, and next steps. (add a button for the website)

4. How do I know if I'm a good fit?

If you're a well-established podcast or brand that consistently records video content and wants to scale your social presence, there's a strong likelihood that Gupdav can help.



www.gupdav.com