

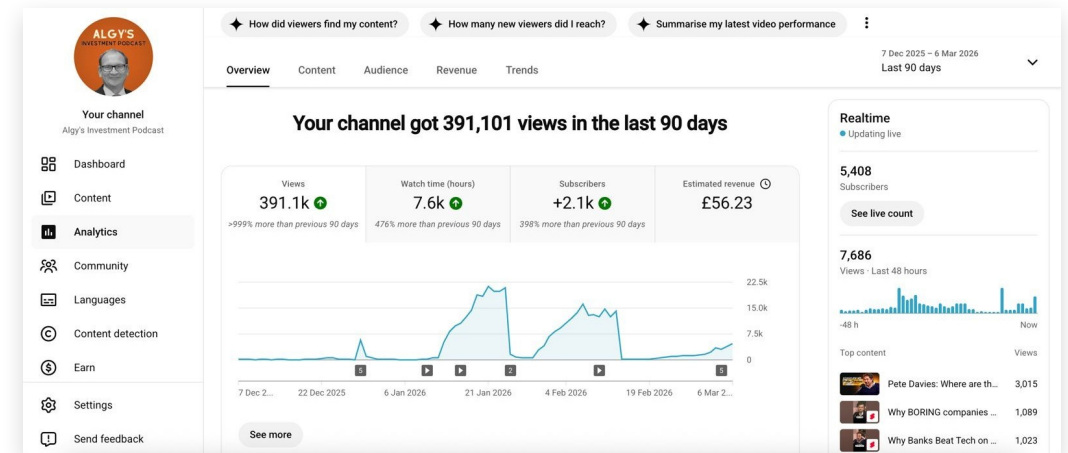
CASE STUDY

How Gupdav Scaled Algy to 23M Views

Organic growth across YouTube, Instagram, and TikTok in 7 months, built on shorts and full-length episodes.

Shorts + Full Episodes · 7 Months

www.gupdav.com



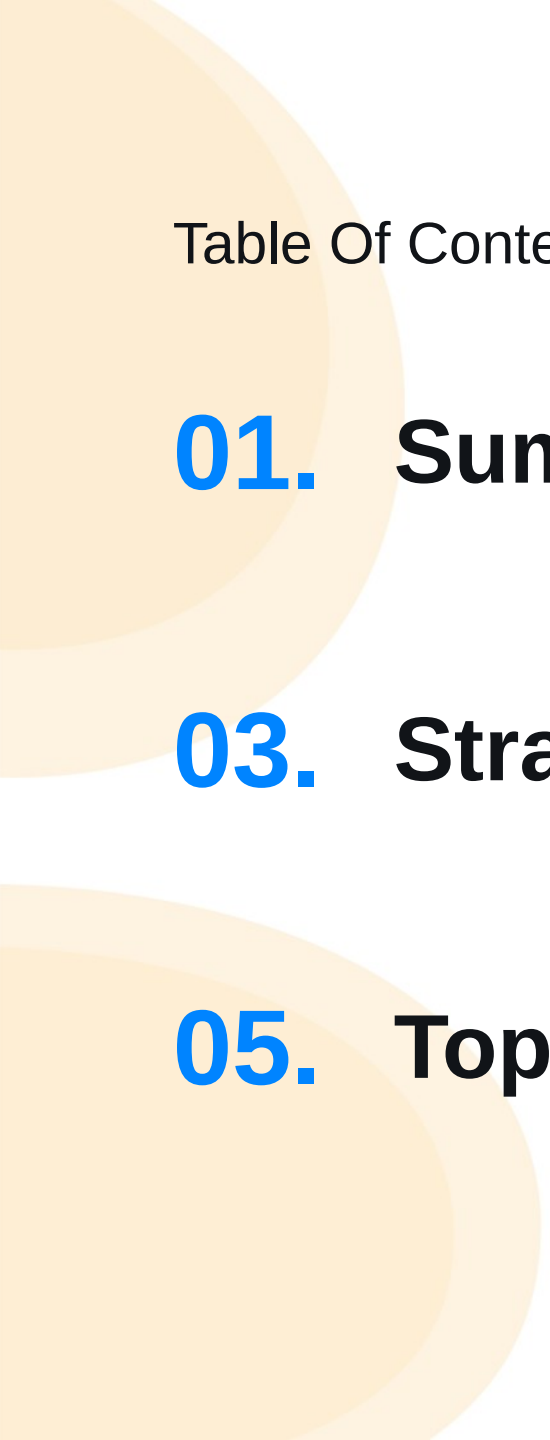


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Summary

About Us

Gupdav is a media company focused on scaling podcast audiences and social presence by optimizing full-length episodes and transforming them into high-performing short-form content. We specialize in working with top podcasts to maximize the reach and impact of their content.

Gupdav partnered with Algy Investment Podcast to manage the entire content pipeline: from pre-production (refining questions and improving conversation quality) to post-production, content repurposing, and strategic distribution across platforms.

23M+

Organic Views

7 Months

Engagement

3 Platforms

YouTube · Instagram · TikTok

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Objectives

Our Objectives

1 Meticulous Pre & Post Production

Refine conversation quality up front, then elevate every episode with trailers, thumbnails, and custom graphics.

2 Drive Multi-Channel Distribution

Adapt each episode into formats native to YouTube, Instagram, and TikTok to capture audiences everywhere.

3 Create Mindshare Among Ideal Listener Profile

Lead with insight-driven, controversial hooks that put Algy in front of serious investors at scale.

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Strategy

How We Did It

01 Post-Production Optimization

Engaging trailers, high-converting thumbnails, and custom GFX on every episode to lift click-through rate.

02 Content Curation

From each episode we identified the strongest moments and cut 5-10 high-quality short-form clips built to capture attention.

03 Adaptive Distribution

Content was tailored per platform (format, captions, structure) to fit each algorithm and audience behaviour.

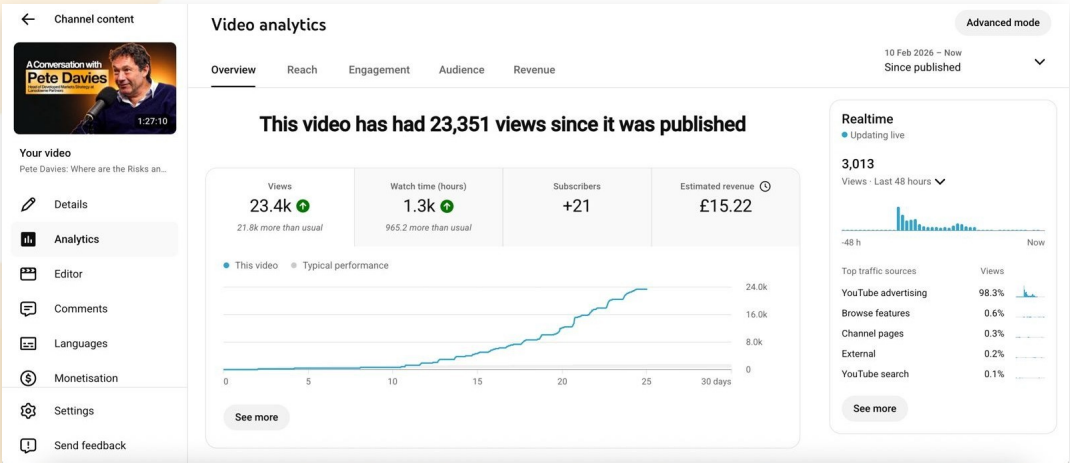
04 Continuous Iteration

We analyzed views, retention, engagement, and shares to refine the strategy and compound audience growth.

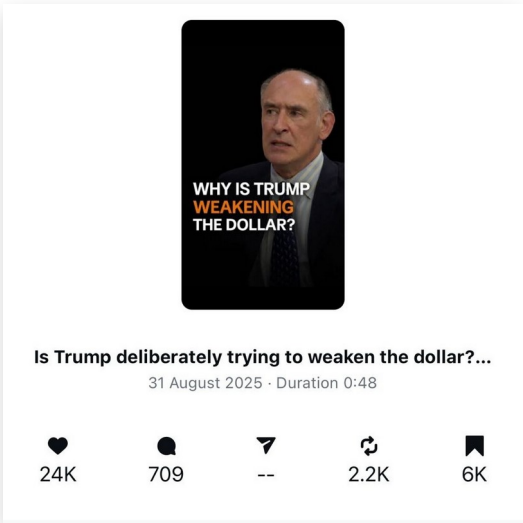
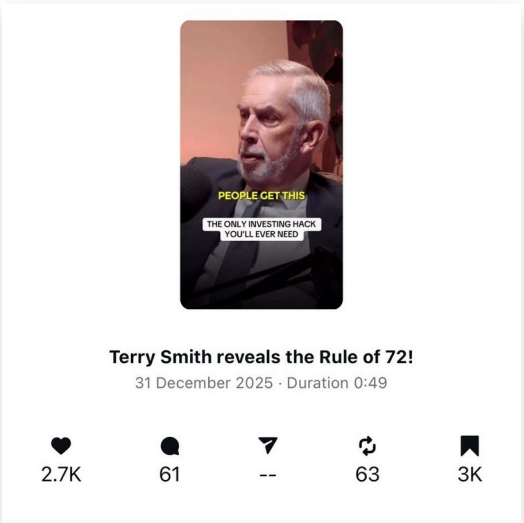
Quality of Our Work

Every full episode shipped with a 2x thumbnail and title built around the conversation's hook, and short-form clips were cut with bold on-screen hook text designed to stop the scroll.

Full Episodes



Short Form



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Results

The Numbers

Combined organic reach across all platforms in 7 months.

23M+

Total Organic Views

16.7M

Instagram Views

5.8M

TikTok Views

391k

YouTube Views (90 days)

+70.6k

Instagram Followers

+19.4k

TikTok Followers

+2.1k

YouTube Subscribers (90 days)

YouTube

On Full Episodes · In 90 Days

391k

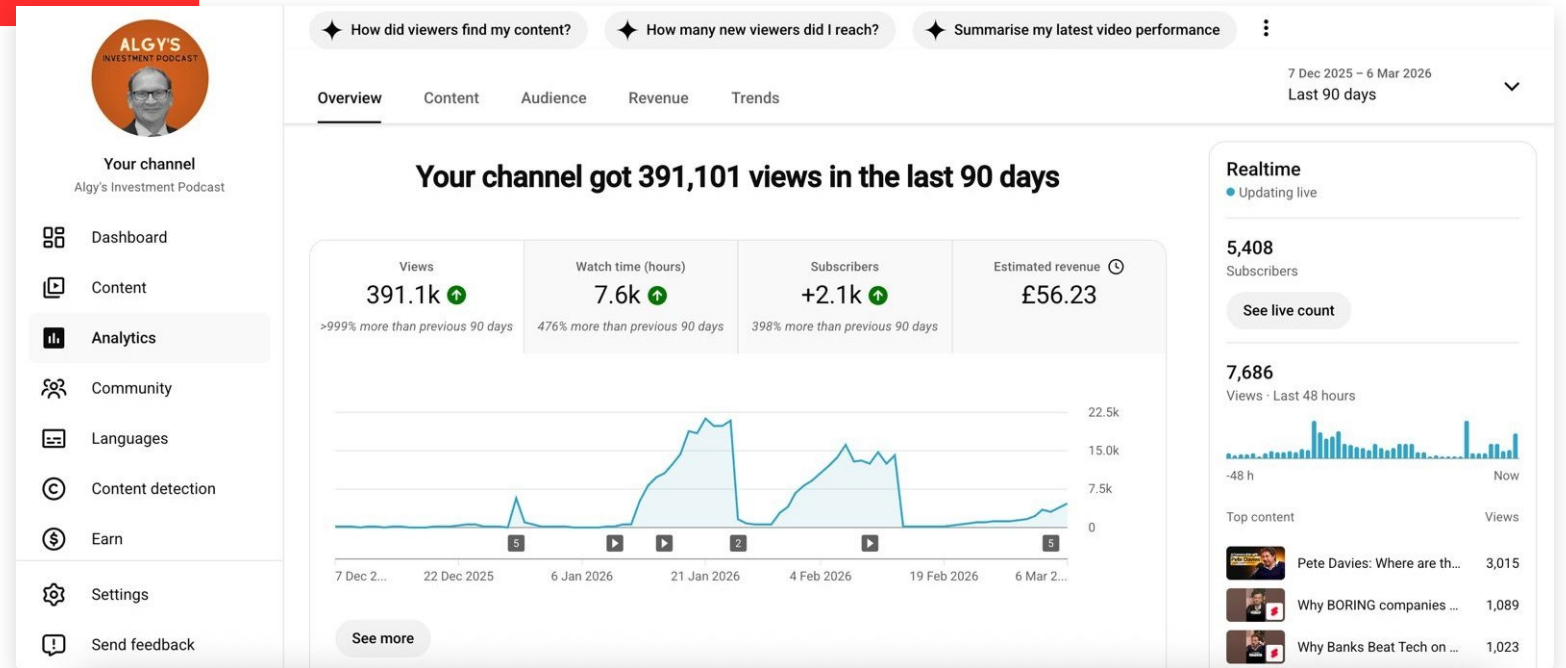
Views

+2.1k

Subscribers

7.6k

Watch Hours



Standout episode: "30 Years, £6 Billion, One Strategy" reached 163.6k views.

Instagram

In 7 Months

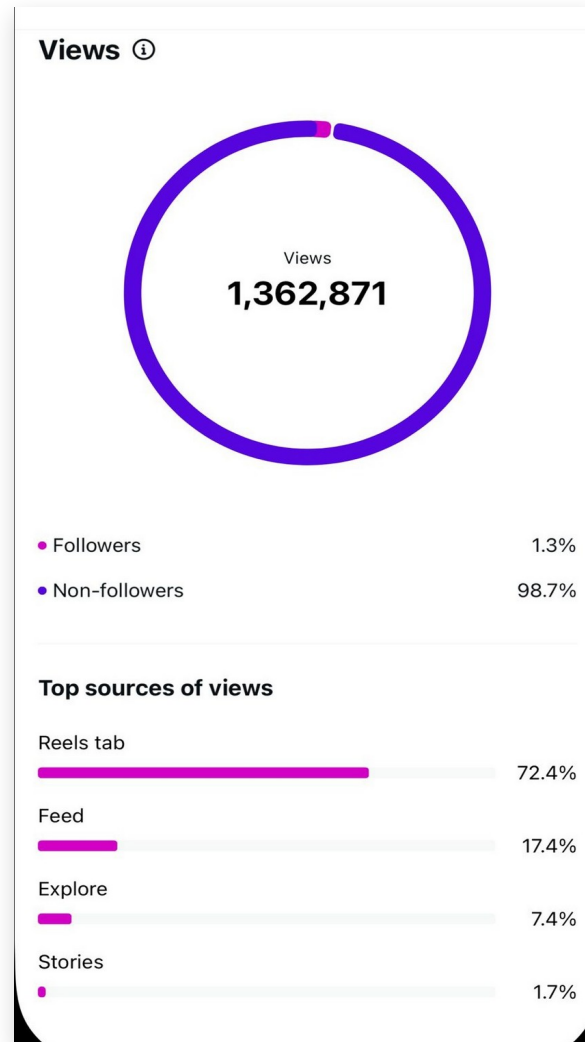
16.7M

Views

+70.6k

Followers

A single reel, "Why is Trump weakening the dollar?", drove 1.36M views on its own.



TikTok

In 7 Months

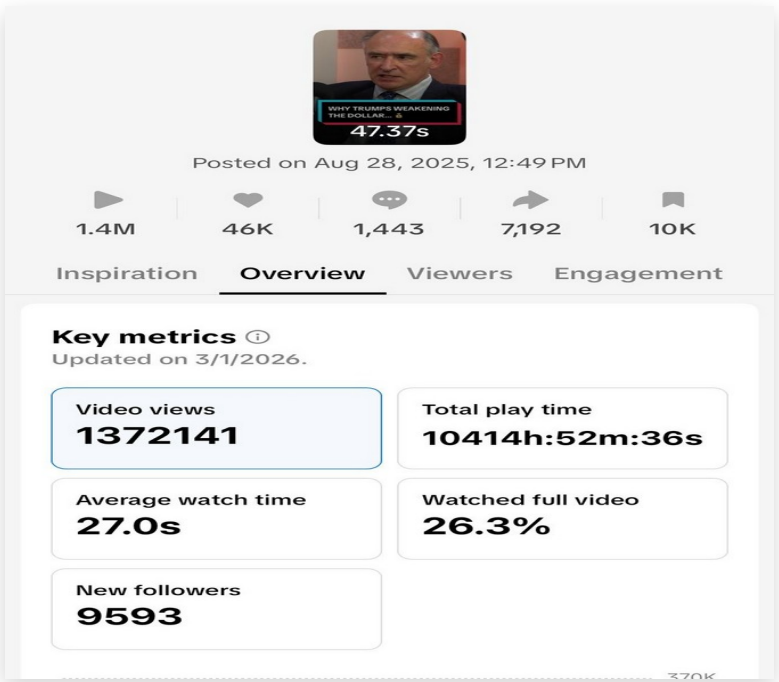
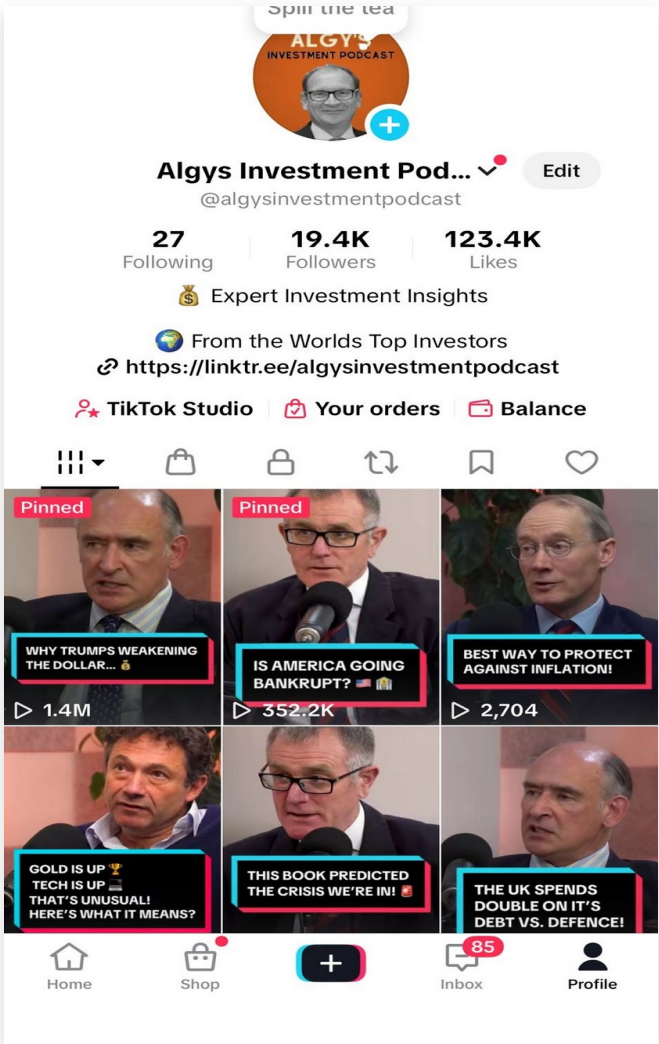
5.8M

Views

+19.4k

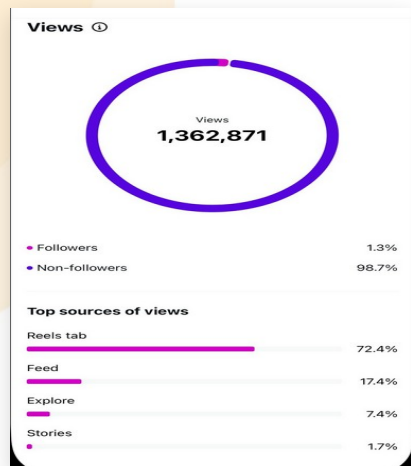
Followers

123.4k total likes across the account, led by a 1.4M-view breakout clip.



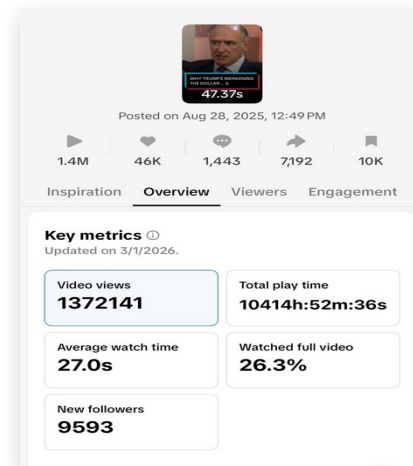
Top Performers

The clips that broke out and carried the channel's organic reach.



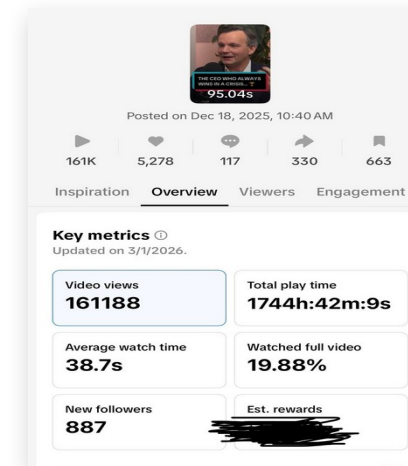
1.36M

Trump weakening the dollar (IG)



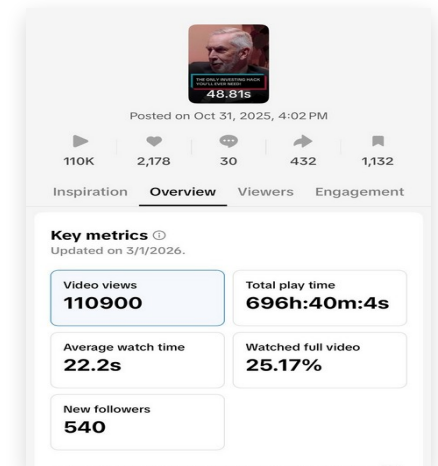
1.4M

Trump weakening the dollar
(TikTok)



161k

The CEO who wins in a crisis
(TikTok)



110.9k

The only investing hack (TikTok)

FAQ

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. Growth can come earlier, but this timeframe builds a strong, sustainable foundation.

2. How much do you charge?

For clients like Algy, Gupdav handles end-to-end execution, from pre-production to post-production and distribution, at a flat monthly retainer.

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.

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 its social presence, there's a strong likelihood Gupdav can help.



www.gupdav.com