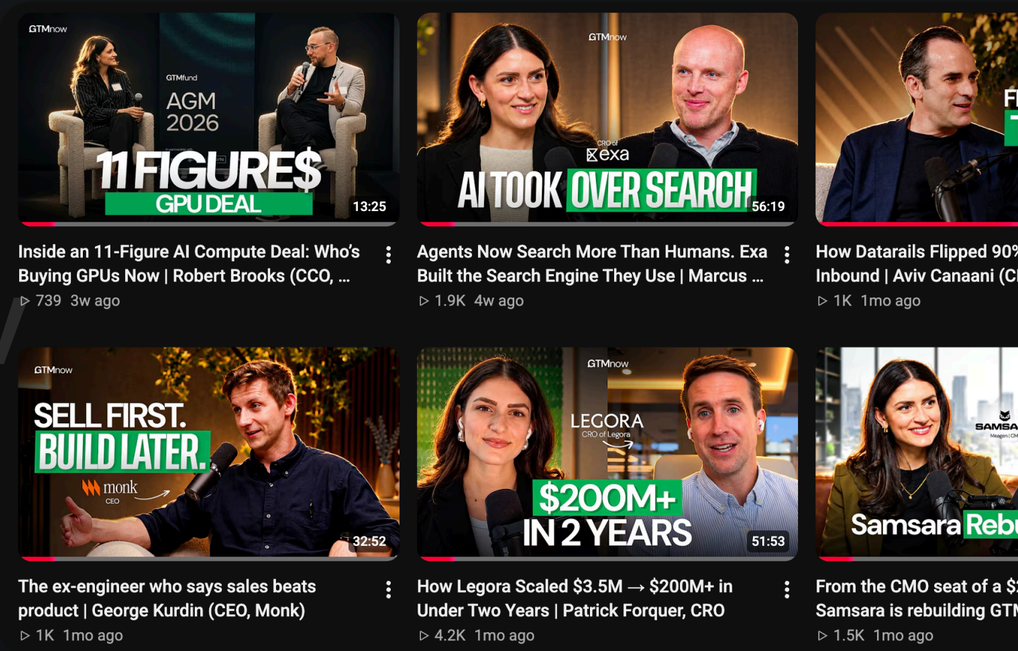
GTMnow | CASE STUDY

From 200 views to the GTM show everyone shares

How Gupdav rebuilt packaging and distribution for GTMnow across YouTube, X, Instagram, LinkedIn and the newsletter, in under three months.



© GUPDAV

www.gupdav.com

THE CLIENT

GTMnow

The media brand of GTMfund. Host **Sophie Buonassisi** sits down with the CROs, CMOs and CEOs behind the fastest-scaling companies in AI, from Legora and Sierra to Deel and Samsara.

The guests were world-class and the name was trusted. But the content wasn't travelling.

© GUPDAV

~60K newsletter recipients

5 platforms run by Gupdav

2–3 months in

THE STARTING POINT

A trusted name with no distribution

	BEFORE GUPDAV	NOW
YouTube	Under 200 views per video	**~1K per episode, up to 15K**
Instagram	Dormant, 2 reels per episode	**5–6 shorts per episode, co-posted with guests**
X + LinkedIn	No distribution	**Every episode, every feed. Up to 48K views a post**

©GUPDAV

RESULTS AT A GLANCE

Every channel moving at once

YouTube · 28 days

2.5×

views vs the previous 28 days

YouTube · 28 days

110K

thumbnail impressions

© GUPDAV

YouTube · last 7 days

7.0%

thumbnail click-through

X · 4 posts

90K

views from zero distribution

Instagram · 5 reels

25.8K

views on a dormant account

Newsletter

22–23%

open rate on ~60K recipients

SCOPE

One recording, everywhere

Gupdav runs the full pipeline from the edit to the inbox, so every episode turns into a week of content.

© GUPDAV

01

Long-form editing

Tight cuts with chapters built for search.

02

Thumbnails + titles

One number, one company, one promise.

03

Podcast covers

"New on podcast" cards for every guest.

04

Instagram reels

5–6 per episode, up from 2.

05

X clips + full episodes

Native uploads, timestamps and quote-post clips.

06

LinkedIn clips

Where GTM leaders actually scroll.

07

Guest collabs

Co-posted with each guest and their company.

08

Newsletter

Episode insights turned into editions for ~60K readers.

©GUPDAV

PART ONE · YOUTUBE

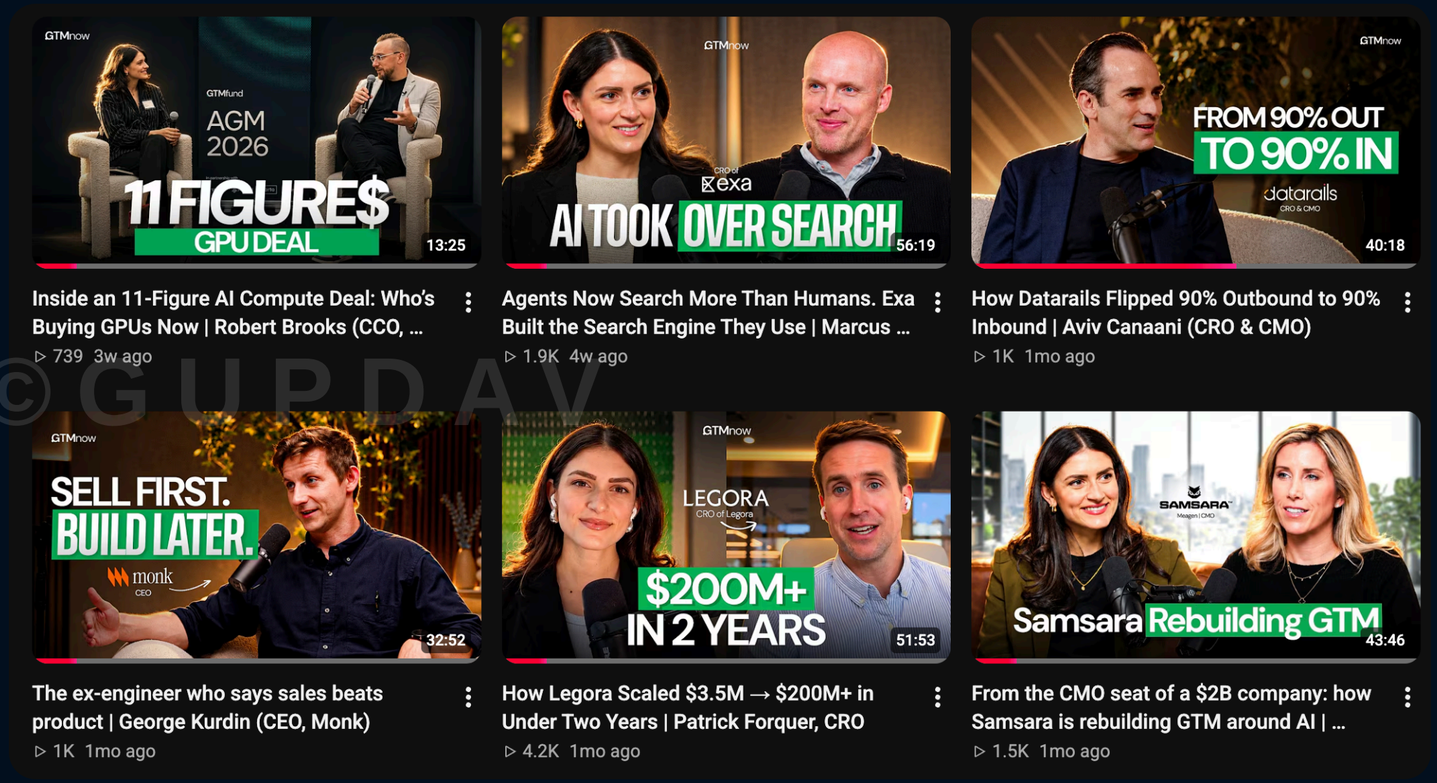
Packaging

THUMBNAILS

The number is the hook

Every thumbnail leads with the result a GTM leader wants: "$200M+ in 2 years", "From 90% out to 90% in". The guest's company logo signals credibility, and GTMnow green ties the channel together.

4.2K views on the Legora episode, 20× the old average



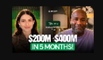
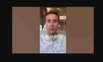
© GUPDAY

TOP PERFORMERS

Up to 7.7% click-through, and they stay

The best episodes hold viewers for close to 7 minutes on 40–56 minute interviews.

© GUPDAV

Content	Views	Thumbnail impressions	Thumbnail click-through rate ↓	Average view duration	Average percentage viewed
Top performing videos					
1  How Legora Scaled $3.5M → $200M+ in Under Two…	636	1,998	7.7%	6:32	12.6%
2  How Sierra Doubled From $200M To $400M ARR In …	691	2,916	7.0%	6:52	17.1%
3  How Datarails Flipped 90% Outbound to 90% Inbou…	315	1,221	6.2%	6:44	16.7%
4  Implementation Speed Predicts Revenue Better Tha…	158	149	5.4%	0:24	35.7%
5  Inside an 11-Figure AI Compute Deal: Who's Buying …	85	335	5.4%	1:43	12.9%

7.7%

CTR · Legora, $3.5M to $200M+

7.0%

CTR · Sierra, $200M to $400M ARR

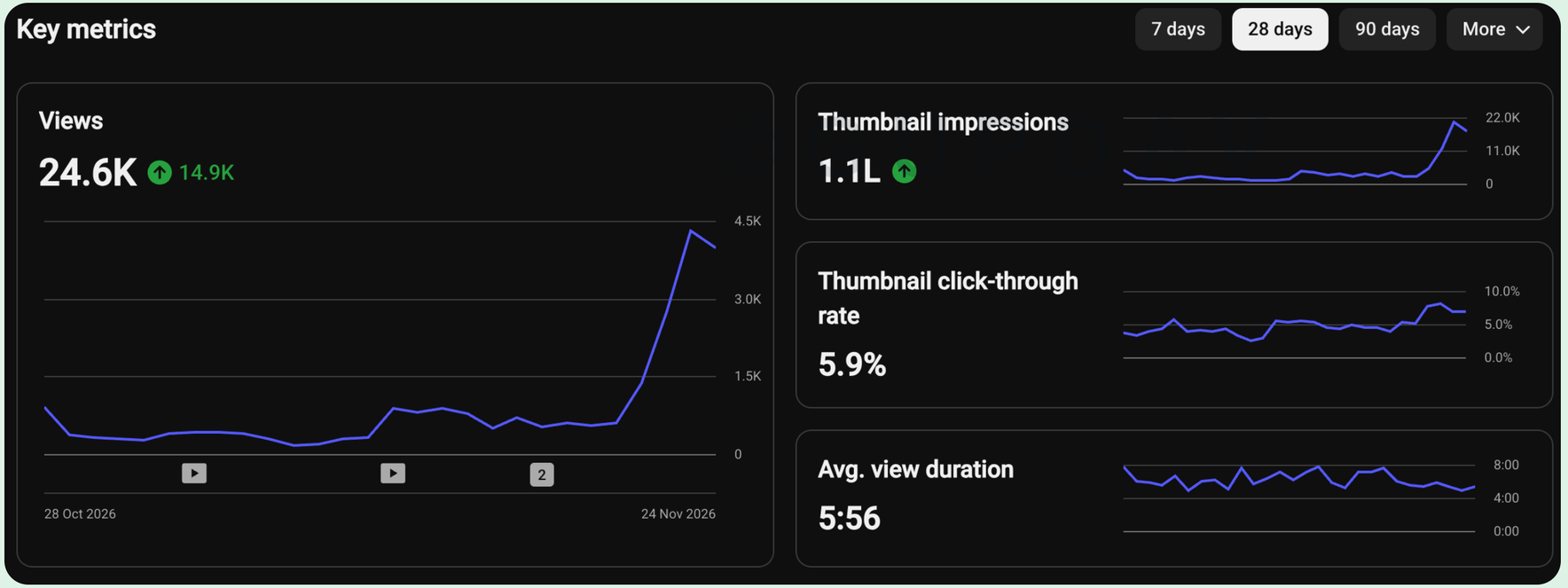
6:52

avg view · Sierra episode

LAST 28 DAYS

2.5× the views of the month before

24.6K views, up 14.9K on the previous period. Impressions climbed past 22K a day as YouTube started recommending the channel.



24.6K
views

110K
impressions (1.1L)

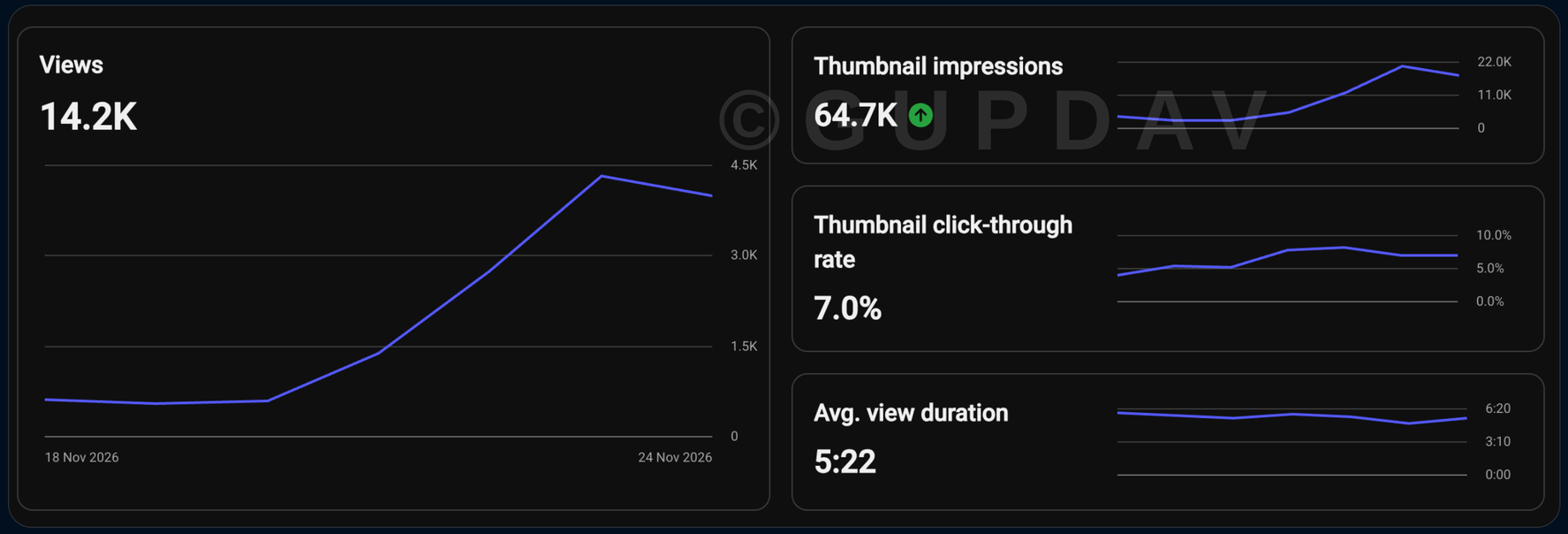
5.9%
click-through

5:56
avg view duration

LAST 7 DAYS

Over half the month in one week

14.2K of the 24.6K monthly views landed in the last seven days. Click-through rose to 7.0%, and the trend is still pointing up.



© CUPDAV

14.2K
views in 7 days

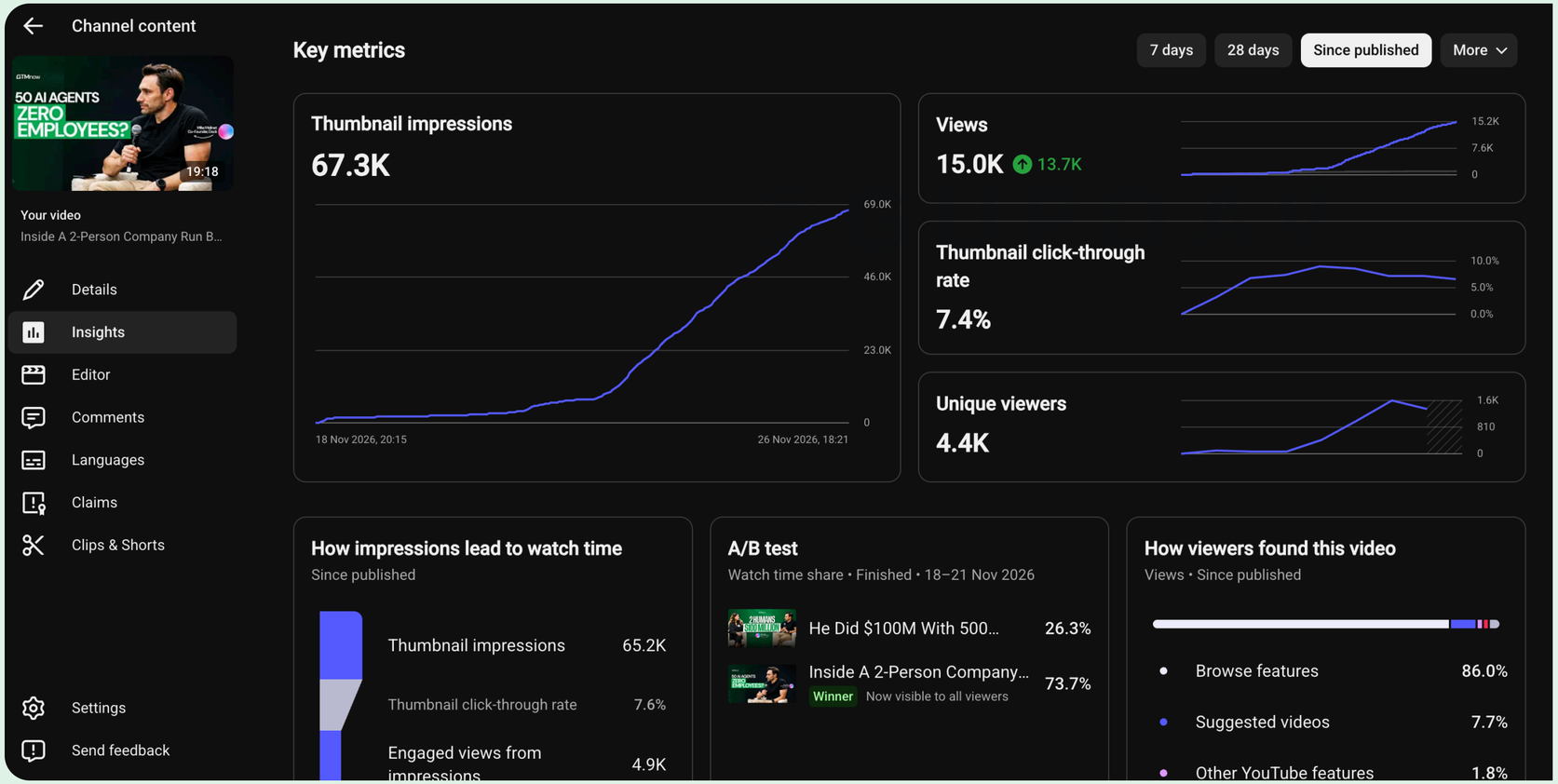
64.7K
impressions

7.0%
click-through

LATEST EPISODE · 50 AI AGENTS, ZERO EMPLOYEES

15K views in 8 days, 3.5× the previous best

We A/B tested two thumbnails and the "50 AI agents, zero employees?" version won with 73.7% of watch time. 86% of views came from YouTube's own browse features: the algorithm is now pushing the channel.



15.0K
views since 18 Nov

67.3K
impressions

7.4%
click-through

86%
views from browse

©GUPDAV

PART TWO · X, INSTAGRAM, NEWSLETTER

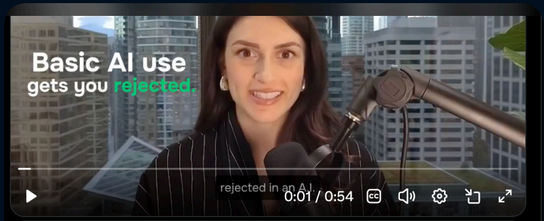
Distribution

Before, X and LinkedIn got nothing and Instagram got two reels. Now every episode ships to every feed.

X · @GTMNOW_

90K views from four posts

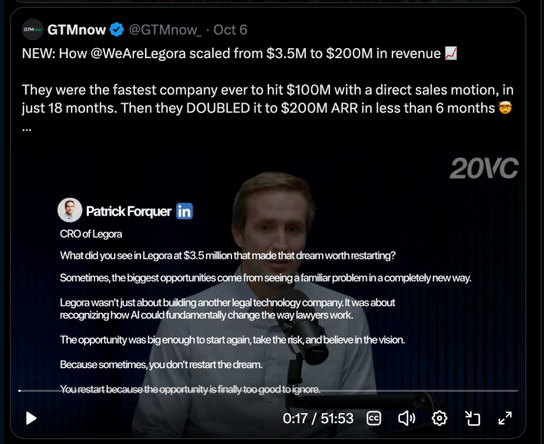
Three formats working together: hook clips that quote-post the episode, full interviews uploaded natively with timestamps, and clips timed to the news.



GTMnow @GTMnow_ · Oct 6

NEW: How @WeAreLegora scaled from $3.5M to $200M in revenue 📈

They were the fastest company ever to hit $100M with a direct sales motion, in just 18 months. Then they DOUBLED it to $200M ARR in less than 6 months 😎
...



5:00 AM · Oct 9, 2026 · **48.3K** Views

28:00 The "LFG" culture (it doesn't stand for what you think...!), and shipping major features every few weeks
30:00 The near-death stuff: a full sales tech-stack overhaul mid-scale
32:30 The Jude Law brand campaign, and whether it was worth it
36:00 The Aaron Judge and Yankees partnership
38:30 Measuring brand ROI: pipeline and a brand index
47:00 What a great AE at Legora does differently
50:00 Screening for AI fluency: 101 vs. 301-level
52:00 Handling competitive objections, and the "8 Mile" framework

On screen: Patrick Forquer x @sophiebuona

Full interview available here on X, on YT, Spotify or Apple.



10:18 PM · Oct 6, 2026 · **26.4K** Views

government
22:45 The growth curve: doubling $100M to $200M to $400M
26:09 What Reggie looks for when hiring sellers
27:36 How to measure intellectual curiosity, and hiring by consensus
30:21 The biggest unlock and mistake AI startups make selling to enterprise
32:28 The "Elite Eight" framework for first sales hires
34:48 The most underrated go-to-market advice
35:54 The best advice he has ever received

On screen: @ReggieMarable x @sophiebuona

Full interview available here on X, on YT, Spotify or Apple.



9:48 PM · Nov 11, 2026 · **10.2K** Views

GTMnow @GTMnow_

He took a pay cut to join @SierraPlatform.

Now it's valued at 30B!

@ReggieMarable, CCO at Sierra, breaks down when to leave a successful career for a startup.

Watch the full conversation in the comments.



Bret Taylor @btaylor · Nov 23

Today, Sierra is announcing our Series F, raising $1.75B at a valuation of $30B, led by Greenoaks and Lightspeed Venture Partners. I am especially excited that all our previous lead investors (Benchmark, Sequoia, Greenoaks, GV, and Tiger Global) are doubling down on Sierra thanks

12:30 AM · Nov 24, 2026 · **5,066** Views

48.3K hook clip, quote post

26.4K full episode, native

10.2K full episode, native

5.1K newsjack, same day

© GUPDAY

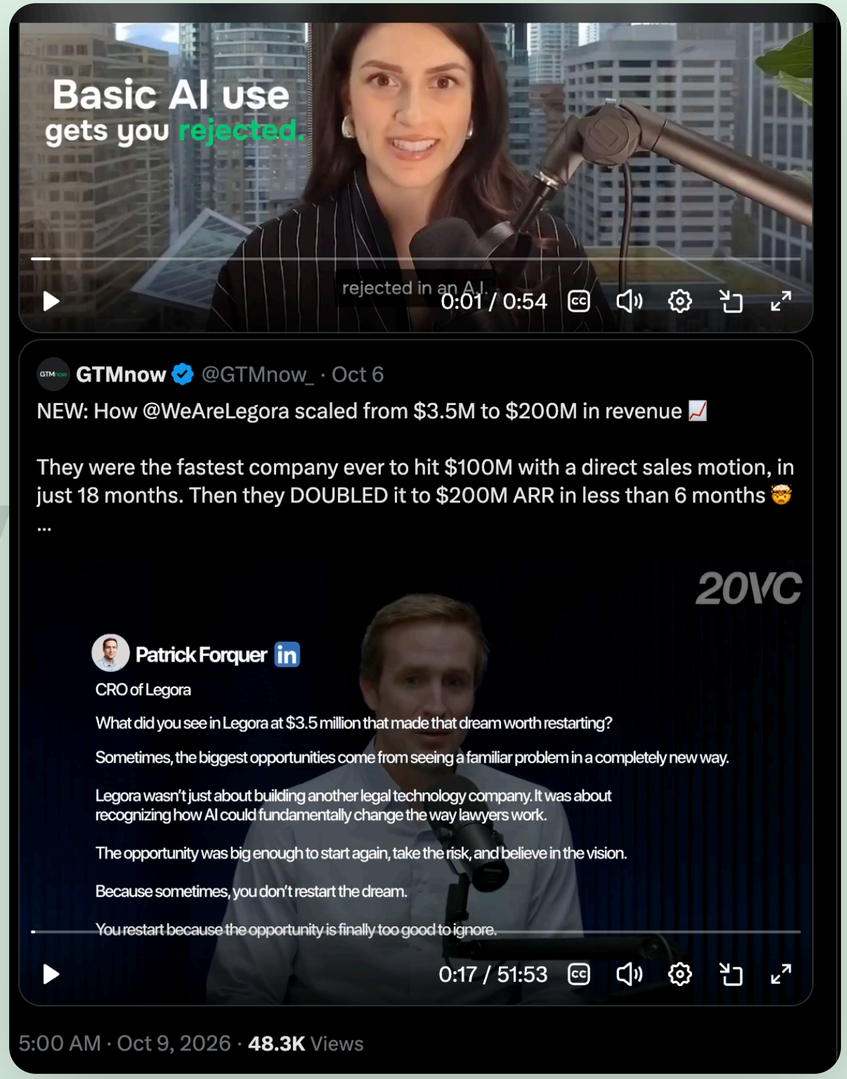
FORMAT 1 · HOOK CLIPS

A 54-second clip that sold a 52-minute episode

Sophie's line "Basic AI use gets you rejected" opens cold, captioned in GTMnow green. It quote-posts the full Legora episode, so every viewer who wants more is one tap from the interview.

48.3K
views on the clip

1.8×
the episode post it quoted



©GURDAV

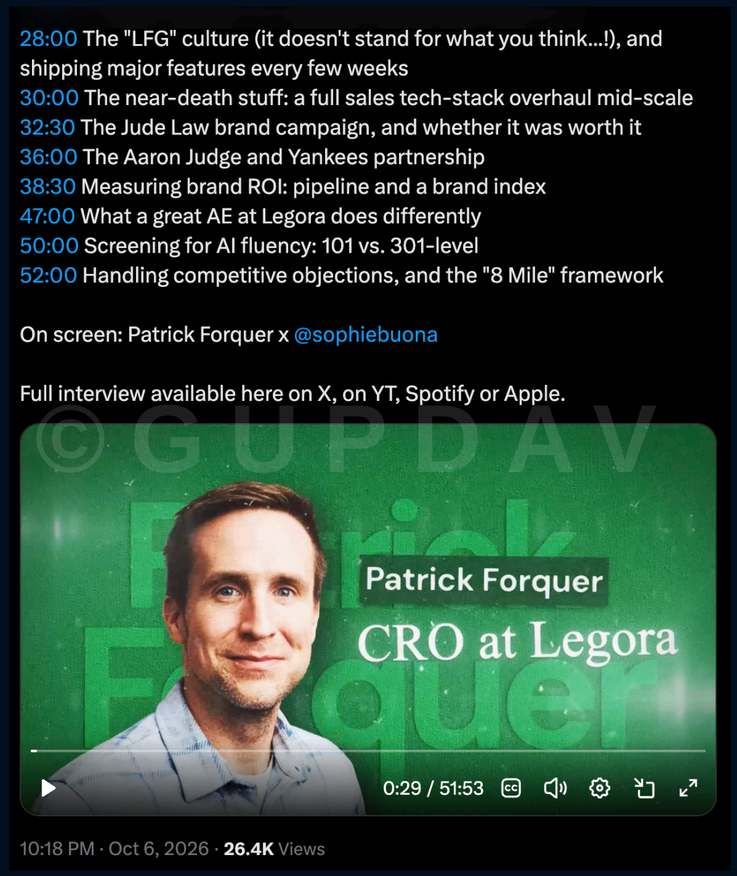
FORMAT 2 · FULL EPISODES

The whole interview, native on X

No link-outs that X buries. The full video goes up with a branded green title card, timestamped chapters that read like a table of contents, and the guest tagged so their audience sees it too.

26.4K
Patrick Forquer, Legora

10.2K
Reggie Marable, Sierra





FORMAT 3 · TIMED TO THE NEWS

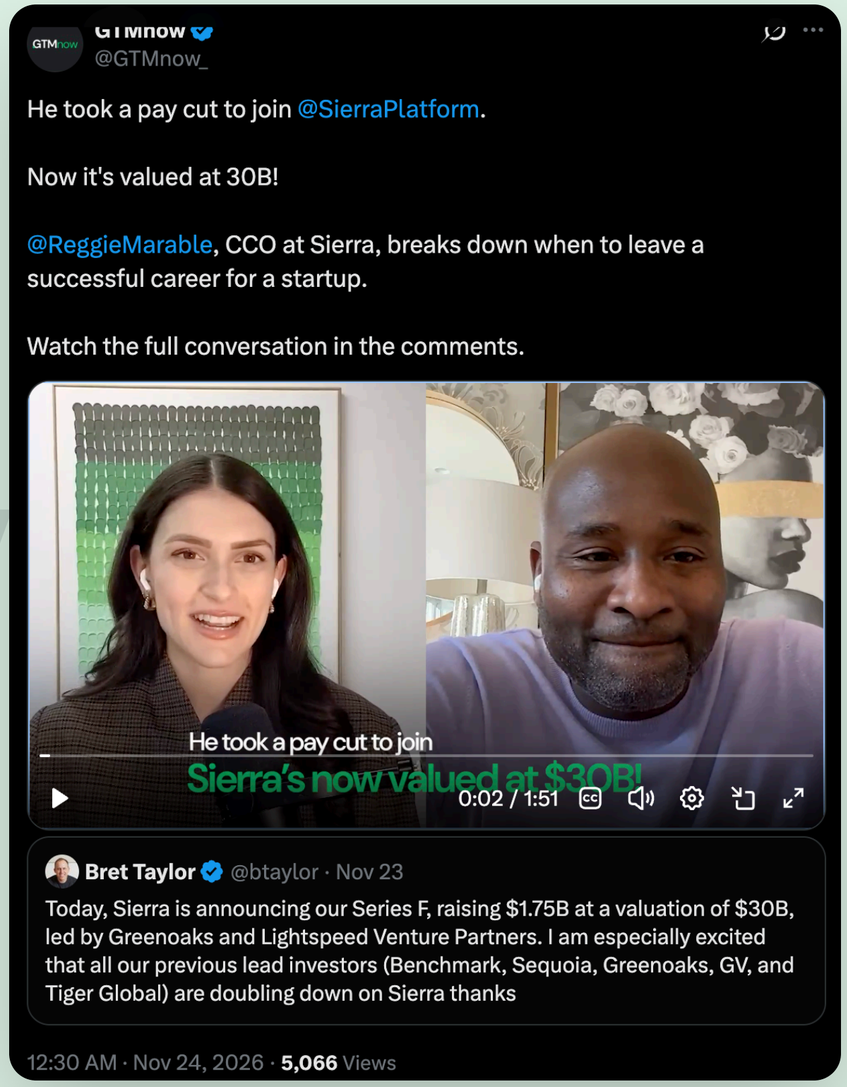
Sierra raised at $30B. We had the clip.

When Bret Taylor announced Sierra's $1.75B Series F, we pulled Reggie Marable's "I took a pay cut to join" moment from the archive and quote-posted the announcement within hours. Old episode, new reason to watch.

5.1K
views, back-catalogue clip

<1 day
from news to post

©GUPDAV



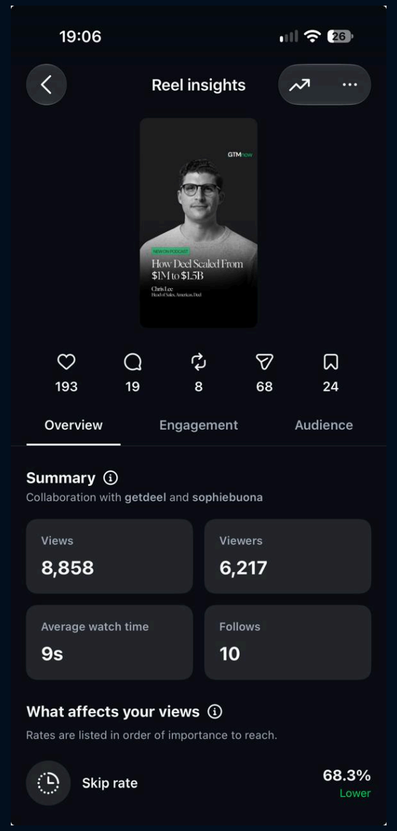
INSTAGRAM

A dormant account, waking up

25.8K views, 5 reels

176 shares

77 new follows



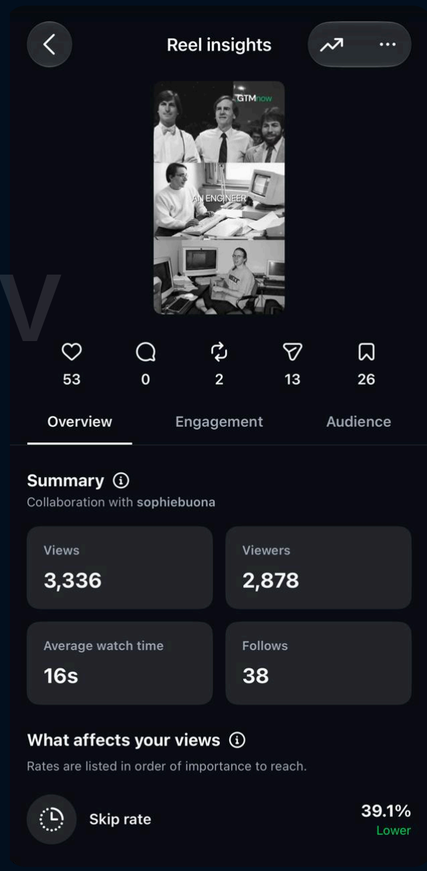
8,858 · Deel collab, 68 shares



7,088 · Deel collab, 165 likes



3,413 · ~5× a typical reel



3,336 · 38 follows



3,088 · Campfire guest collab

© GUPDAV

GUEST COLLABS

Every guest's audience, borrowed

Clips are co-posted with the guest and their company, so one reel lands on two or three feeds at once. The two Deel collabs alone drove 15.9K views.

©GUPDAV

Deel	LEGORA	Sierra	SAMSARA
datarails	exa	Campfire	monk

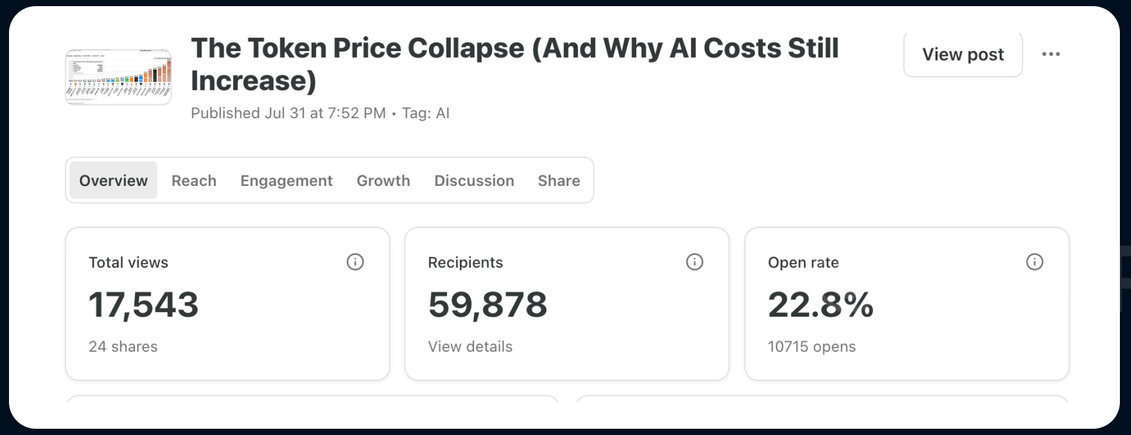
NEWSLETTER

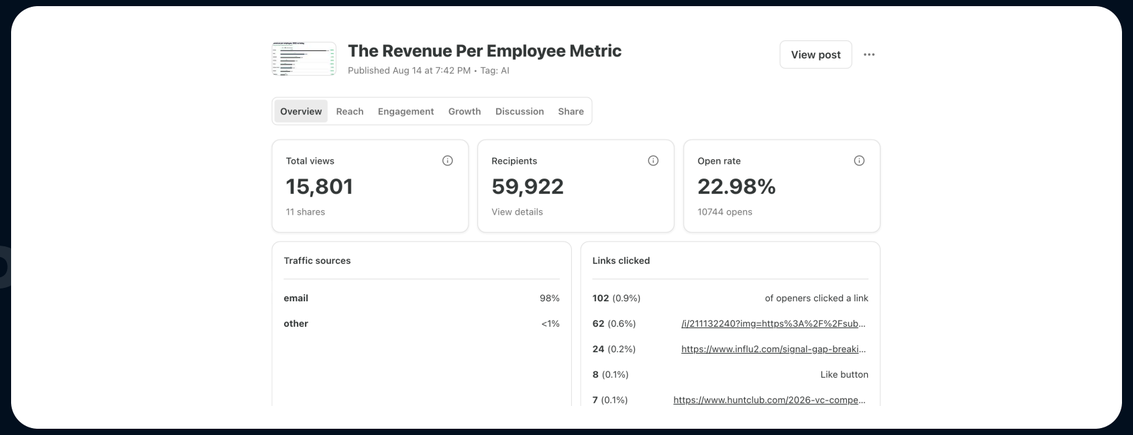
15K+ views on every edition

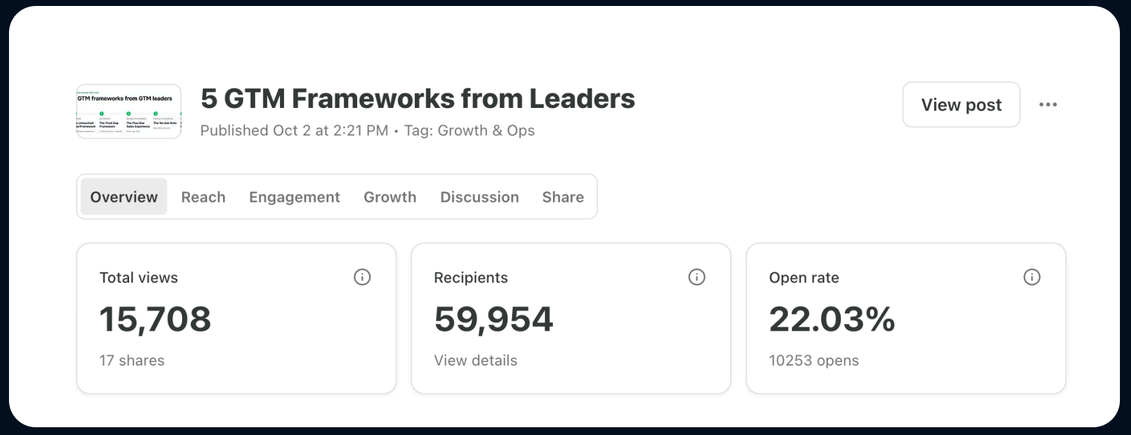
~60K recipients

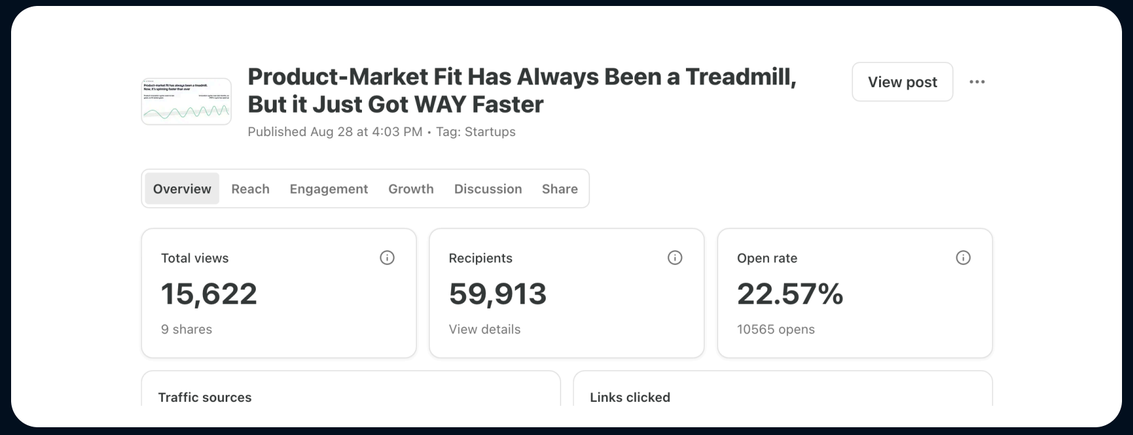
22–23% open rate, every send

64.7K views, 4 editions









FAQ

How long until organic growth?

Plan on 6–8 months to compound. GTMnow saw it inside three.

How much does it cost?

End-to-end packaging and distribution on a flat monthly retainer.

© GUPDAV

Am I a good fit?

B2B shows and funds with strong guests who want reach beyond YouTube.

How do I learn more?

Book a call at **gupdav.com**.

GTMnow × 

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