CASE STUDY · MORE OR LESS

Silicon Valley's sharpest group chat, now built to travel.

How Gupdav rebuilt packaging and distribution for Sam Lessin, Jessica Lessin, Dave Morin and Brit Morin, across YouTube, X and Instagram.

www.gupdav.com



THE CLIENT

Four operators. One table.

Two married couples who've built, funded and reported on the companies everyone else talks about, unfiltered every week.

Sam Lessin

General Partner at Slow Ventures. Former VP of Product at Facebook.

Jessica Lessin

Founder and CEO of The Information. Former Wall Street Journal tech reporter.

Dave Morin

Founder of Offline Ventures and Path. Early Facebook platform lead.

Brit Morin

Founder of Brit + Co. Co-founder of Offline Ventures.

THE STARTING POINT

A great show nobody was clipping

The conversations were already must-listen for founders and investors. But the X and Instagram accounts were effectively dead, and YouTube packaging didn't match the calibre of the people on screen.

Episode 150

Gupdav takes over packaging, clips and social distribution.

Episodes 101–149

The hosts liked the new style so much, we repackaged the back catalogue to match. The channel now reads as one show.

X + Instagram

Restarted from zero, with clips cut natively for each feed.

RESULTS AT A GLANCE

Better packaging. Real distribution.

YouTube · 28 days

110K

thumbnail impressions

YouTube · 28 days

12:11

average view duration

YouTube · intros

67%

still watching at 0:30

YouTube · best video

8.8%

thumbnail click-through

X · from a dormant account

19K

views on a single post

Instagram · from a dormant account

30.4K

views on a single reel

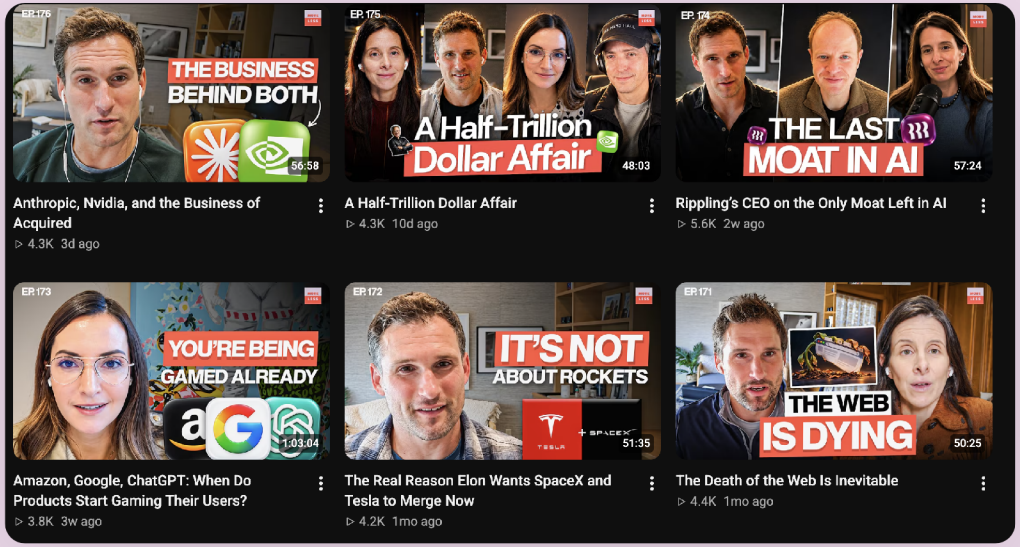
PART ONE · YOUTUBE

Packaging

THUMBNAILS

One look, episode 101 onward

Hosts front and centre, one bold headline in the show's coral, and the logo of the company in the news. Every thumbnail from episode 101 onward shares the system, so the channel page reads like one show.



TOP PERFORMERS

Clicked, then watched for 15 minutes

The top episodes hold people for 12–16 minutes, up to a third of the full runtime.

Content	Views ↓	Thumbnail impressions	Thumbnail click-through rate	Average view duration	Average per-centage viewed
Top performing videos					
1  Rippling's CEO on the Only Moat Left in AI	3,205	16,339	6.2%	13:24	23.4%
2  Acquired's David Rosenthal on Anthropic's IPO and ...	2,899	20,629	4.2%	14:26	25.4%
3  The Real Reason Elon Wants SpaceX and Tesla to ...	2,516	10,162	8.8%	15:10	29.4%
4  A Half-Trillion Dollar Affair	2,384	11,772	7.0%	15:49	32.9%
5  Amazon, Google, ChatGPT: When Do Products Start...	2,214	10,301	5.9%	11:52	18.8%

8.8%
CTR · Elon, SpaceX & Tesla

32.9%
of runtime watched · A Half-Trillion Dollar Affair

20.6K
impressions · David Rosenthal episode

CONTINUOUS TESTING

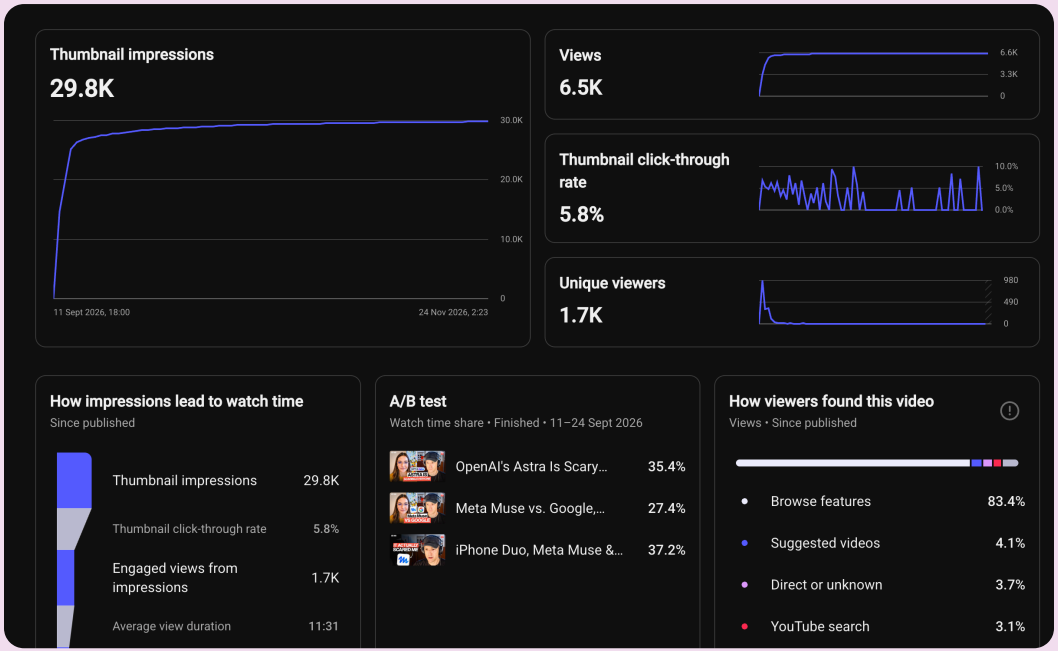
Three thumbnails, one winner

Every episode ships with variants. On the OpenAI Astra episode, the "It actually scared me" cover took 37.2% of watch time, and 83.4% of views came from YouTube's own browse feed.

5.8% CTR

11:31 avg view

83.4% from browse



LAST 28 DAYS

YouTube is now recommending the show

72.7% of views come from browse features, and six recent intros beat the typical 0:30 hold.

Key moments for audience retention

Latest videos • Last 365 days

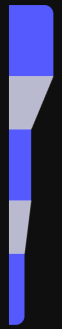
Intro | Dips

Above typical intros — Still watching at 00:30

Silicon Valley IPO Summer...	67%
Teamshares IPO: $60M...	62%
AI Frontier Lab Is Essentially...	58%
SpaceX Hit $2.5 Trillion. Now...	58%
A Half-Trillion Dollar Affair	58%
Meta's $17B Reckoning & Wh...	58%

How impressions lead to watch time

Last 28 days



Thumbnail impressions	1.1L
Thumbnail click-through rate	4.7%
Engaged views from impressions	5.5K
Average view duration	13:11
Watch time from impressions (hours)	1.2K

How viewers find your videos

Views • Last 28 days

Overall | External | YouTube Search | Suggested videos | Playlists

Browse features	72.7%
Suggested videos	7.6%
Direct or unknown	6.1%
YouTube search	5.2%
Channel pages	3.0%

110K
impressions

5.5K
engaged views

13:11
avg view from impressions

1.2K
watch hours

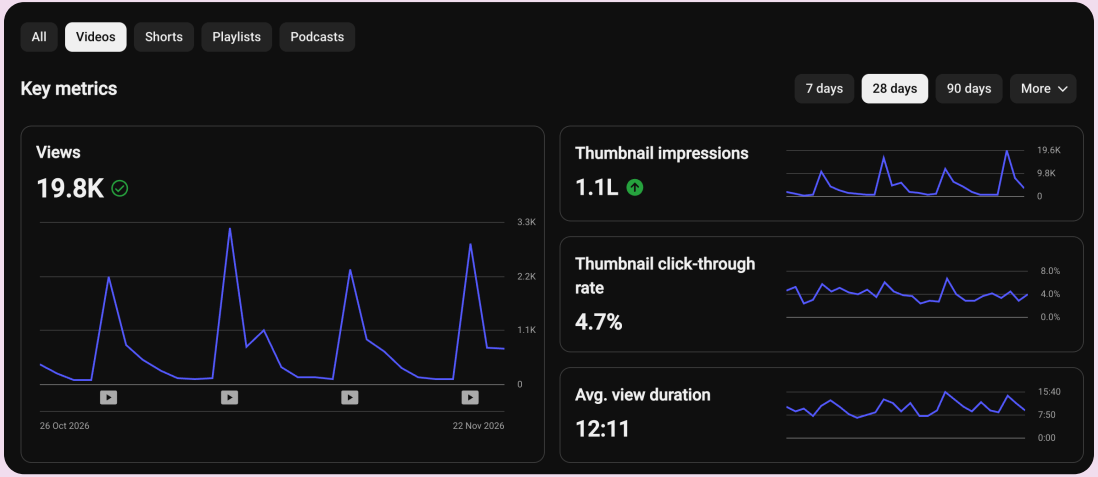
EVERY RELEASE LANDS

A spike every week

Four episodes in 28 days, four clean spikes. Each one tops 2K daily views on release, with CTR holding near 5% and view duration climbing past 15 minutes.

19.8K
views · 28 days

4.7%
CTR



PART TWO · X AND INSTAGRAM

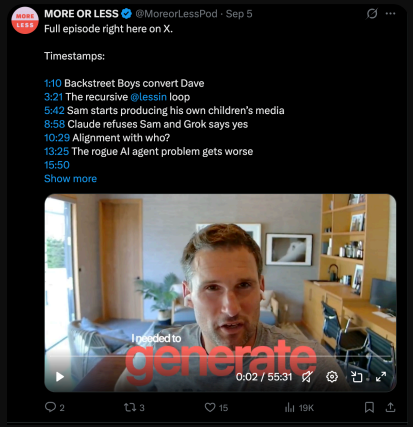
Distribution

Both accounts were dormant when we started. Here's what they do now.

X · @MOREORLESSPOD

From silence to 5–19K a post

Teasers before the drop, the full episode natively on X, and clips written in the hosts' voice, tagging @lessin, @Jessicalessin, @davemorin and @brit.









19K full episode, native

13K teaser clip

12K pre-release hook

7.1K episode drop

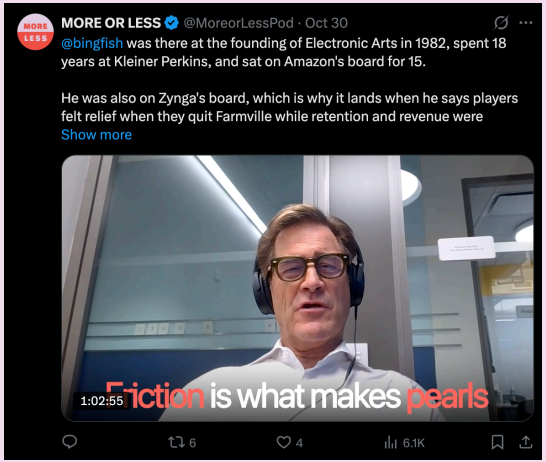
CLIP DESIGN

Captions in their brand

Big kinetic type in the show's coral and white, built from the line that lands. "Friction is what makes pearls" became a two-part story across X, with the full Bing Gordon episode linked underneath.

6.1K
Bing Gordon episode

2.6K
breaking-news drop





INSTAGRAM

Frequent highs from a dead account

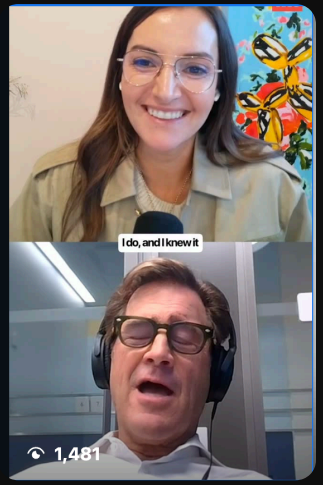
Not every reel goes viral, and on an account starting from zero, nobody should promise that. What we deliver is a steady rhythm of clips and regular breakouts. Sam's "by other machines" reel hit 30.4K.

30.4K

views on a single reel







THE WEEKLY SYSTEM

What Gupdav runs every week

01

Packaging

Thumbnail variants, titles and A/B tests for every episode.

02

Pre-release hooks

Teaser clips on X the day before, so the drop has an audience waiting.

03

Native distribution

Full episode on X with timestamps. Vertical reels for Instagram.

04

Iterate

Retention and CTR reviewed weekly to shape the next cut.

FAQ

How long until organic growth?

Plan on 6–8 months to test, iterate and compound. Wins often land earlier.

How much does it cost?

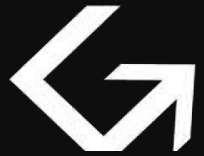
End-to-end packaging and distribution on a flat monthly retainer.

Am I a good fit?

Established shows that record video every week and want reach beyond YouTube.

How do I learn more?

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



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