

B	I	N	G	O
Used AdDebug on a plane	Can do a handstand	Has a twin	Set up a rule engine in a bar	Has made an optimization that made CPA worse
Had a client cut budget due to tariffs	Turned off a derived ad group that ended up having a good CPA after conversions came in	Has refreshed the dashboard 10 times in a row hoping numbers change	Dreamt about Smart at night while on PTO	Is a Partner
Successfully reverse-engineered client's attribution logic	is a Engineer	FREE	Had a brand that TikTok users always leave hate comments on	Has caught a tracking issue before the client did
Has explained to clients what a learning phase	Spent 80% time talking about weather on a client call	Has helped GBS hit over 300% quarterly goal	Has bungee jumped	Has published a book
Has built an internal tool that has 10 users	Had a client asking if the numbers are real because numbers are too good	Has sent a lark message but regretted right after	is an Advertiser	Had an advertisers' company valuation of 1 trillion

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