B	I	N	G	O
Turned off a derived ad group that ended up having a good CPA after conversions came in	Can do a handstand	Has caught a tracking issue before the client did	Is an Influencer	Has sent a lark message but regretted right after
Has built an internal tool that has 10 users	Successfully reverse-engineered client's attribution logic	Is a Partner	Had a client asking if the numbers are real because numbers are too good	Is allergic to peanuts
Spent 80% time talking about weather on a client call	Used AdDebug on a plane	**FREE**	Had a client cut budget due to tariffs	Has made an optimization that made CPA worse
Has published a book	Set up a rule engine in a bar	Has run a marathon	Has helped GBS hit over 300% quarterly goal	Has skydived
Has explained to clients what a learning phase	Has a twin	Is a User	is a Engineer	Has built enough trusts with clients that they give you their BC access

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B	I	N	G	O
Used AdDebug on a plane	Had a client asking if the numbers are real because numbers are too good	Is an Influencer	Has built an internal tool that has 10 users	Is a Partner
Has caught a tracking issue before the client did	is a Engineer	Has sent a lark message but regretted right after	Has a twin	Is allergic to peanuts
Has published a book	Had a client cut budget due to tariffs	**FREE**	Has made an optimization that made CPA worse	Can do a handstand
Has helped GBS hit over 300% quarterly goal	Is a User	Turned off a derived ad group that ended up having a good CPA after conversions came in	Has built enough trusts with clients that they give you their BC access	Set up a rule engine in a bar
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