

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 celebrated a low CPA then realized they forgot to apply a filter	Is an Influencer	Has run a marathon
Has built an internal tool that has more than 10 users	Successfully reverse-engineered client's attribution logic	Helped performance improve but not sure why	Dreamt about Smart Plus at night while on PTO	Is a User
Spent 80% time talking about weather on a client call	Used AdDebug on a plane	FREE	Had an advertisers' company valuation of 1 trillion	Has made an optimization that made CPA worse
Has published a book	Set up a rule engine in a bar	Has refreshed the dashboard 10 times in a row hoping numbers change	Has helped GBS hit over 300% quarterly goal	Has skydived
Has explained to clients what a learning phase	Has a twin	Is a Partner	is an Advertiser	Has bungee jumped

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