BLUE PRINT

Job Title: Client Success Manager

Location: Remote
Department: Client Success
Reports To: VP of Revenue

Role Summary

We seek a Customer Success Manager with a foundation in media buying to translate our platform's insights into actionable steps for advertisers. Your role will ensure seamless onboarding, drive client success, and enhance adoption by bridging the gap between technology and user execution on ad platforms. You'll help refine client strategies and ensure our insights deliver measurable outcomes.

About Us

At Blueprint.tech, we go beyond the data. Our AI-powered platform predicts what's next, giving marketers clear, actionable steps to optimize ad spending and achieve higher engagement, conversions, and ROAS.

Seamlessly integrated with the ad networks you already use, Blueprint uncovers insights and strategies that platforms keep hidden. It empowers performance marketers managing significant media budgets with data-driven strategies for success.

We're not just about seeing what's happening—we uncover what's possible.

Position Overwiew

The Customer Success & Onboarding Specialist (CS) will own the critical transition from sales to customer success, ensuring onboarding excellence and ongoing client satisfaction. You will translate platform-generated insights into actionable steps advertisers can execute and work closely with clients to drive measurable outcomes. We seek someone that is familiar with the major ad platforms (e.g., Facebook, TikTok, Google), helping guide clients effectively when interacting with them.

This role requires a proactive individual focused on adoption, retention, and bridging the gap between technology and user execution.

Key Responsibilities

Onboarding New Customers

- Lead and manage onboarding, ensuring processes align with client-specific goals and deliver early wins.

- Translate platform-generated insights into actionable steps tailored to ad platform behaviors and terminology.

    - Example recommendations:
        - Facebook: "Adjust ad set budget to boost engagement by 20%."
        - TikTok: "Focus budget on top-performing creatives for increased impressions."
        - Google: "Shift spend to branded keywords for higher ROI."

- Use personalized demonstrations to ensure early adoption and client understanding of platform value.

- Act as an intermediary to resolve technical challenges by collaborating with support and development teams.

Ongoing Client Management

- Conduct regular check-ins at the interval appropriate for each client to ensure clients achieve measurable outcomes.

- Provide actionable guidance to clients to maximize platform value and drive ad performance.

- Maintain a zero-churn mentality by identifying and addressing challenges early.

- Update clients on feature releases, using their specific data to demonstrate new functionalities.

- Develop strategies to increase pilot-to-paid conversion rates and refine these approaches over time.

- Develop and deliver documentation and onboarding materials tailored to different client needs, empowering clients to achieve value independently.

Insights & Feedback Integration

- Collaborate with the product team to improve usability by identifying and resolving recurring client pain points.

- Test and optimize how recommendations are presented, ensuring maximum impact for users.

- Regularly gather client feedback to inform product improvements and marketing strategies.

- Work with sales and marketing to align client feedback with platform messaging and positioning.

Training & Enablement

- Train client teams to interpret and act on platform insights effectively.

- Simplify complex recommendations into user-friendly steps, ensuring seamless execution across various ad platforms.

- Act as a subject matter expert liaison for ad platforms until the product becomes more self-sufficient.

Other Responsibilities

- Case Studies & Client Referrals:
    - Take a proactive approach to securing client case studies, using structured templates and client-specific success metrics to demonstrate impact.

    - Develop and maintain a structured tracking system for referrals, case studies, and client contributions, ensuring these assets are easily accessible for marketing and sales.

- Grow and Lead the Client Success Team
    - As the business scales, we are looking for someone who can take ownership of the Client Success team.

    - This includes hiring, managing, and building out the client success function.

- Process Development & Documentation:
    - Build and refine scalable processes that support onboarding, ongoing management, and client success, focusing on pilot-to-paid conversion and minimizing churn.

    - Work closely with sales, marketing, and product teams to align messaging and ensure client feedback informs how the platform is pitched and positioned to new prospects.

What We're Looking For

- Proven experience in customer success, onboarding, or a related role in advertising, ad tech, or martech.

- Familiarity with ad platforms (Facebook, TikTok, Google, etc) to guide clients in executing platform-specific insights.

- Strong communication skills to simplify technical insights into actionable client recommendations.

- Technical aptitude to understand attribution, analytics tools, and marketing technology stacks.

- Self-starter with critical thinking and problem-solving skills.

- Ability to manage multiple priorities and ensure measurable outcomes for clients.

- Passion for client success and a collaborative, solution-oriented mindset.

Why Join Us?

- At Blueprint, we're revolutionizing ad tech with cutting-edge AI-powered solutions that drive efficiency, insights, and results for performance marketers. Here's why you'll thrive with us:

- Innovative Technology: Work with a platform that seamlessly integrates with ad platforms, automatically models data, and delivers actionable insights to optimize creative, audience, and budget strategies.

- Direct Impact: Be part of a dynamic team where your contributions will shape how customers harness Blueprint to improve campaign performance, cut costs, and drive results.

- Smart, Driven Team: Collaborate with a group of awesome people who tackle complex problems daily to push the boundaries of what's possible in ad tech and propel the business forward.

- Proven Results: Join a company trusted by clients managing millions in ad spend, improving their key KPIs by over 30%, and helping them achieve up to 500% revenue growth.

- Growth Opportunity: Build and scale processes while positioning yourself for future leadership as our Customer Success team expands.

- Customer-Centric Mission: Help define the future of ad tech by managing client relationships and ensuring success with our innovative solutions.

- We're building the future of ad tech, and we'd love for you to join us on this exciting journey.

Got What It Takes?

Apply now by uploading your Cover Letter and CV at:

Blueprint.tech/careers

We look forward to hearing from you!