High-Performance Ads Without the Hefty Price Tag: Good On Makes Paid Media Accessible

June 03, 2025

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In an industry where ad agencies are known for long timelines and even longer invoices, Good On is making a bold move: offering expert ad management starting at just $1,500/month, with end-to-end campaigns live in 10 business days or less. It?s the latest evolution from one of the Bay Area?s fastest-growing growth marketing agencies, built to help startups and scaling brands punch above their weight.

With this new offering, Good On is making it easier than ever for startups to access the same performance-driven advertising used by the biggest brands, without bloated retainers or cookie-cutter media plans. ?Startups are tired of being overcharged and underserved,? says founder Shriya Prasanna. ?We designed this tier to give them what they actually need: expert strategy, multi-platform execution, and real revenue results, with none of the fluff.?

Good On?s ad management services span the entire digital ecosystem, Google, Meta (Facebook/Instagram), LinkedIn and TikTok, and campaigns are customized based on each brand?s unique goals, funnel, and audience behavior. Whether it?s a LinkedIn campaign targeting B2B buyers or TikTok ads built to drive eCommerce sales, every campaign is grounded in strategy, backed by data, and executed by a senior team of specialists.

?We don?t just launch ads, we launch the right ads, in the right places, to the right people,? explains Prasanna. ?And we make sure every dollar works hard.?

Each campaign includes strategy, creative direction, media buying, audience targeting, testing, optimization, and reporting, making Good On one of the few agencies offering full-funnel campaign management starting at such an accessible rate.

Good On?s approach is deliberately focused: paid media, performance creative, and high-converting landing pages. This trio forms the backbone of every successful campaign, ensuring that ads don?t just drive clicks, they drive conversions and long-term growth. ?We?ve intentionally chosen to go deep, not wide,? says

Prasanna. ?Because when you get these three right, ads, creative, and conversion, you scale smarter, faster, and more profitably.?

Every campaign launched by Good On goes through a full-funnel process: strategy-first media buying, scroll-stopping creative assets built to perform, and custom landing pages optimized to convert visitors into customers.

This model is what helped Good On client Orian Riding Store achieve a 12.3x return on ad spend (ROAS) in under three months, one of many success stories that prove what happens when startups have access to high-level execution.

Good On was founded in 2022 by Indian entrepreneur Shriya Prasanna, who created the agency as a think tank-style alternative to traditional marketing firms. With prior experience at startups and global corporations alike, she launched Good On to bridge a gap: providing elite strategy and performance without enterprise red tape or costs.

Her entrepreneurial roots run deep, launching a fashion startup at 17 and freelancing in marketing at 18. During the pandemic, she saw firsthand how many small brands were priced out of quality advertising and set out to change that. Today, Good On reflects her mission: making expert marketing more accessible, more transparent, and more effective for brands that need to grow fast.

?Everything we do is built around what I wish I had as a founder,? says Prasanna. ?No bloated timelines, no bloated budgets, just high-performance ads that drive growth.?

Good On?s fully remote team combines experts from top companies like Google, LinkedIn, and Publicis, with specialists in media buying, creative production, CRO, and analytics. The agency?s tight-knit structure allows for fast execution, agile testing, and true cross-functional collaboration, qualities that set it apart in a traditionally slow-moving industry.

With over 50 clients served across industries, from eCommerce and SaaS to lifestyle and emerging tech, Good On has built a reputation for transparency, speed, and real results.

?We?re not trying to be everything to everyone,? Prasanna says. ?We?re focused on helping the right brands grow with ads that actually perform.?

Whether one is a bootstrapped founder looking to test a new product or a venture-backed startup ready to scale across multiple channels, Good On?s $1,500 plan is built to grow in parallel. Founders can start with one platform and scale across others as momentum builds, all with a trusted team behind them.

The agency also offers larger retainers for brands needing full creative production, landing pages, or CRO testing, ensuring each brand gets exactly what they need, and nothing they don?t.

Good On offers a no-pressure intro call, which includes a full audit of the current ad funnel, personalized strategy recommendations, and a breakdown of how Good On can get campaigns live in two weeks or less.

Learn more or book a call at www.goodondigital.com.

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Good On Digital LLC

Good On Digital helps startups and SMBs turn ad spend into growth. From Meta and Google to creatives and landing pages ? we bring sharp strategy, bold creative and full-funnel execution. Your goals = our mission.

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