Farhan Munshi

Miami, Florida
farhan@farhanmunshi.co
farhanmunshi.co

Independent growth and performance marketing consultant for B2B SaaS and ecommerce companies.

How I help

Paid acquisition that pays

Google Ads, Meta, LinkedIn and TikTok judged on paying customers and qualified pipeline. Better bidding signals, holdout tests and budget moved to what works.

Fractional growth leadership

A senior growth lead, part-time: paid, SEO, lifecycle, attribution and the CRM, with a weekly scorecard, until you hire.

SEO and AI answers (AEO)

Get found on Google and named in ChatGPT, Perplexity and AI Overviews. Measured by citation share and the revenue it sends.

Results from teams I've worked with

Pipe17 B2B SaaS	74% lower cost per sales-qualified opportunity in two quarters ($14,450 to $3,700). MQL-to-SQL from about 20% to 40%. $960K in closed-won revenue found coming from AI-referred buyers.
Shopify Self-serve SaaS	$20M+ a year in paid media across six channels, scaled 4x at a 3.2x ROAS. Geo holdouts found $2M+ in spend that wasn't adding merchants.
Dental Team FL Ten practices	56% lower cost per new patient and 75% more new patients, with no added spend.

Ways to work together

- **Audit.** A fixed-scope read of your paid accounts, tracking, funnel or AI visibility, with fixes ranked.
- **Build.** I build the fix with your team: bidding signals, holdout tests, HubSpot, AEO pages or AI agents.
- **Fractional.** I run growth part-time, week to week, while you hire.

Background

- Head of Growth Marketing at Commas. Previously Shopify, Pipe17, Dental Team FL and Purolator.
- Started as an e-commerce founder, running my own stores on paid social.
- I run my reporting and ad ops on AI agents, and set teams up to do the same.

Who I work with

- B2B SaaS, seed to Series C
- Shopify and ecommerce brands
- Fintech and payments
- Multi-location healthcare

Start here

- Free AEO checker: farhanmunshi.co/aeo-checker
- How it works: farhanmunshi.co/work-with-me
- Email: farhan@farhanmunshi.co