



Google Inc.
1600 Amphitheatre Parkway
Mountain View CA 94043
650 253-0000 main
google.com

Letter of Reference for Rachele Andrejczak

October 11, 2022

To whom it may concern,

I am writing to recommend Rachele Andrejczak. Rachele has worked at Bitcoin of America since January 2022 as the Vice President of Digital Strategy and collaborated with me to grow and optimize the Google Ads revenue channel for Bitcoin of America.

As the chief digital strategist, Rachele continually came up with new ideas to grow the acquisition channel before I had a chance to suggest them. During Rachele's time at Bitcoin of America, Rachele managed to grow the account conversions (company KPIs) by 331% YOY & YTD while also maintaining the same cost per conversion (-5% YOY & YTD). [key performance indicators such as traffic to the ATMs, online account sign up, and Bitcoin trades placed] Usually, the cost of valuable traffic goes up as you scale with Google Ads, so the results are especially remarkable because Rachele was able to maintain the efficiency of the marketing spend while growing the traffic of valuable customers by 3x!

Rachele achieved these stunning results by having a combination of a growth mindset, leadership, and technical skills. Rachele adopted the latest Google Ads products very thoughtfully. Rachele weighed the benefits and risks of each of our offerings and then implemented them while mitigating any downside with the products. Rachele was able to analyze the data and make sound business decisions with her marketing spend.

Rachele is a delight to work with and I wouldn't hesitate to recommend her for any company looking to drive digital transformation or to grow their revenues. Should you have any further questions about Rachele, feel free to reach me at 416-888-7428 or pguba@google.com.

Sincerely,

Peter Guba
Sr. Account Manager, Ads

