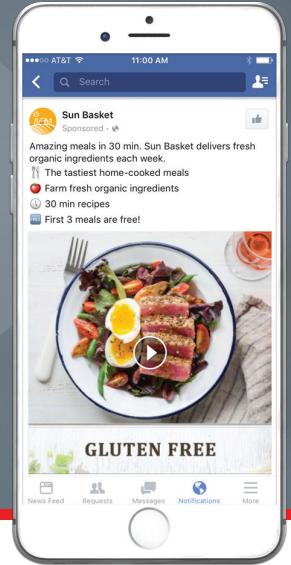


Facebook & Instagram Mobile App Installs

+60
MILLION APP INSTALLS



Finding Success With Consumer Acquisition



ConsumerAcquisition.com is a badged Facebook and Instagram Marketing Partner that provides self-service technology and fully-managed account and creative services for mobile games, apps and lead generators.
We offer a startup package for early stage, VC-backed companies.

FULLY-MANAGED SERVICES

World-class creative and audience expansion compliments in-house efforts

Collective intelligence from +\$100M Facebook spend drives scale and efficiency

Full funnel optimization of the App Store and Landing Pages

Easily switch between Managed and Self-Serve

Standard Pricing: \$15,000/mth or 15% of Spend
Minimum Test Budget: \$50,000

Discounts above \$100K monthly Facebook spend

Startup Pricing: \$5,000/mth or 15% of spend
Minimum Test Budget: \$10,000

1 point, mthly vesting, 2 year cliff, ok to pause

SELF-SERVICE TECHNOLOGY

Advanced rules automation improves performance over Facebook native tools

Automatic recommendations to replace poorly performing creatives and audiences

Free Reporting enhances FB's native tools & account audits uncover new opportunities

Discover net-new audiences and creative combinations based on performance

Month-to-Month Pricing:
30 Day Free Trial Reporting & Free Account Audit
Greater of \$249/mth or 5% of spend
Discounts +\$100K/mth Facebook spend
\$50K max fee on any amount of spend

Yearly Pricing: 30 Day Free Trial, Free Reporting & Free Account Audit

20% discount on month-to-month tiers

CLIENT HIGHLIGHT

Since April, 2015, we profitably scaled Sun Basket from \$6K to 7 figures per month in Facebook user acquisition.

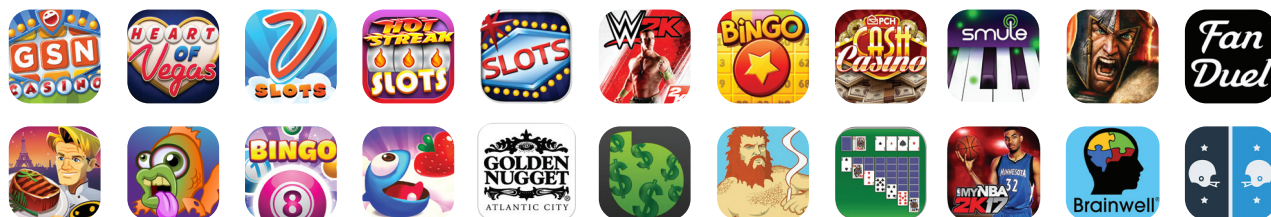


Adam Zbar | CEO Sun Basket

"ConsumerAcquisition delivered outstanding Facebook advertising results for Sun Basket. They reduced our CAC and fueled user acquisition growth to levels that far exceeded our expectations. Their passion for creative testing and attention to metrics drove profitability. The quality of work reflects their experience and expertise in Facebook advertising. I highly recommend these guys."

SELECT CLIENTS

GAMING



E-COMMERCE



AUTOMOTIVE & FINANCIAL SERVICES



ENTERTAINMENT & OTHER



TESTIMONIALS



John Parides | Head of User Acquisition **GLU**

"Consumer Acquisition ramped up within the first several days and capped out our daily budget while delivering CPIs 20% below targets and beating ROAS goals. **They continue to test creative (images and videos), messaging, and targeting and have further reduced CPIs by 60% and increased ROAS 25%.** This team knows Facebook and how to fight off creative and audience fatigue."



Rich Chew | Sr. Director, Growth **PLAYSTUDIOS, INC.**

"We have worked with ConsumerAcquisition.com since April 2015. They bring a rigorous, a/b testing approach to maximizing volume and ROAS. They systematically work through hundreds of quantitative tests to deliver high-paying, quality users. **They have been a consistently high performer with our Facebook media buys.**"



Aayush Sakya | Director of User Acquisition **GSN**

"We engaged with ConsumerAcquisition to drive mobile app install ads on Instagram while delivering ROAS targets. **Through vigorous creative testing and an effective approach to intraday optimization, ConsumerAcquisition was able to quickly hit our ROAS targets and earned additional budget as a result.** I'm very happy with the services provided by ConsumerAcquisition and would strongly recommend them to other mobile app advertisers."



Eric White | Director of Mobile Marketing **EBATES**

"I previously worked with ConsumerAcquisition.com and they consistently delivered strong results for mobile app user acquisition for our shopping app. When I joined Ebates, I knew they would be a good fit to help drive our mobile app user acquisition strategy. **Once again, they quickly optimized our business and reduced CPI 31% and reduced cost per app registration 56% and that allowed us to scale.** I would highly recommend Consumer Acquisition to any mobile app advertiser that's looking for strong results on Facebook."



Noah Godfrey | Founder **CHECKOUT 51**

"Consumer Acquisition has helped us grow our app installs while initially beating our cost targets by 54%. They have excelled in a/b testing and have discovered new creative strategies through their rigorous testing process. **They have successfully scaled our spend to +\$1 million per month and we look forward to continue to work with them to find new areas to grow.**"