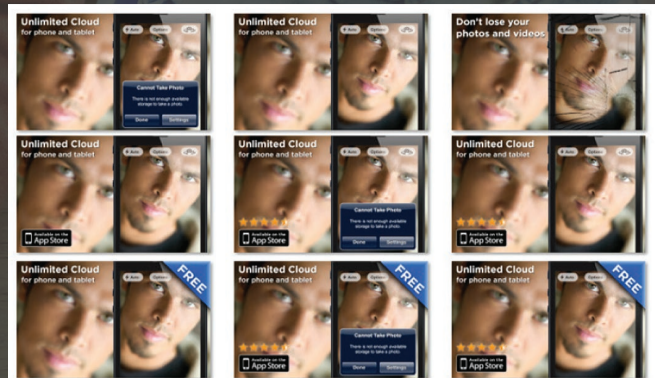


Creative Marketplace

Facebook & Google Advertising



Finding Success With Consumer Acquisition



To help advertisers drive successful creative at scale, we offer a **Facebook and Google pay-for-performance Creative Marketplace**. You'll receive fresh videos, images and ad copy from our global network of designers.

How Does It Work?

- **Brief:** Write a creative brief or collaborate with our UA experts and we'll write it for you.
- **Review:** Review creatives from our global network of editors and designers. Free concierge service saves time.
- **Publish:** Select creatives, launch with one button click and pay for performance.
- **Automate:** We'll flag under-performing ads and alert you when to refresh creatives based on metrics you define.

Why Use A Creative Marketplace?

- A large volume of quality creative is needed to achieve & sustain ROAS and fight ad fatigue.
- Creative rapidly fatigues with increased spend and audience reach.
- External creative resources drive fresh ideas and new concepts.
- Internal design teams create variations off new winning concepts.

Free Advanced Reporting

- Custom graphs with rolled up data across creative elements & audiences.
- Full graphical reporting for Facebook's Dynamic Creative.
- Automatic recommendations to replace poor performing creatives.
- Unlimited custom metrics like ROAS, ARPU, CAC with easy upload for in app or offline events.
- Supported APIs: Facebook, Google, Adjust, AppsFlyer, Tenjin.

Publishing Options

- **Facebook**
 - Free drag and drop AdBuilder with real-time publishing.
 - Full support for dynamic creative testing.
 - Split testing for videos, ad copy, images & audiences.
- **Google**
 - Upload images and videos into media library for use with universal app campaigns.

Supported Resolutions & File Formats:

Vendor	Type	Width	Height	Aspect	Description
Facebook	Image	1200	628	1.19:1	Static Image
Facebook	Image	1080	1080	1:1	Carousel
Instagram	Image	600	315	1.91:1	Landscape
Instagram	Image	600	600	1:1	Square
Instagram	Image	600	750	4:5	Vertical
Instagram Stories	image	1080	1920	9:16	Portrait
Google	image	320	50	6.4:1	Mobile banner
Google	image	300	250	6:5	Inline rectangle
Google	image	320	480	2:3	Smartphone Interstitial (portrait)
Google	image	1200	628	1.19:1	Landscape image (For native ads)
Facebook	video			1:1	Square
Facebook	video			16:9	Landscape
Facebook	video			9:16	Portrait
Instagram	video	600	315	1.91:1	Landscape
Instagram	video	600	600	1:1	Square
Instagram	video	600	750	4:5	Vertical
Instagram Stories	video	1080	1920	9:16	Portrait
Google	video			16:9	854x480, 1280x720, 1920x1080
Google	video			4:3	480x360, 720x540, 960x720

Pricing

Minimum Fee	\$500	\$1,000	\$2,500	\$5,000	\$10,000
Minimum Cost Per Video	\$500	\$400	\$360	\$324	\$292
Minimum Cost Per Image	\$250	\$200	\$180	\$162	\$146
Minimum # of Videos	1	3	7	15	34
Minimum # of Images	2	5	14	31	69
% of Spend Above Minimum	-	3%	3%	3%	3%
Video Resizing Fee	\$150	\$150	\$150	\$150	\$150
Image Resizing Fee	\$15	\$15	\$15	\$15	\$15
Contract Length	1 Month Trial	3 Months	3 Months	3 Months	3 Months

- More than 2 apps requires an additional \$500 fee, per app per month.
- Purchased creatives may only be used with an AdPurchase connected account for reporting (excluding buy it now).
- "Buy it now" allows an advertiser to immediately purchase an asset and not pay % of spend.
- "Buy it now" and the maximum % of spend fees: \$50,000 per video, \$25,000 per image and \$5,000 per ad copy.
- Net 10 Advertiser payment terms
- Non-fixed rate designers will be paid 50% of revenue received by advertisers. Amount subject to change at any time.
- % of spend tied to Creative Marketplace assets only