

TESTIMONIALS



John Parides | **GLU**
HEAD OF USER ACQUISITION

"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."



Adam Zbar | **Sun Basket**
CEO

"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, use of the Creative Marketplace and attention to metrics drove profitability. The quality of work reflects their experience and expertise in Facebook advertising. I highly recommend these guys."



Rich Chew | **PLAYSTUDIOS, Inc.**
SR. DIRECTOR, GROWTH

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.**



Noah Godfrey | **Checkout 51**
FOUNDER

"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 and we look forward to continue to work with them to find new areas to grow.**"



Alex Tikhman | **MONCLARITY**
EXECUTIVE VICE PRESIDENT

"We're very proud of our innovative Brainwell App to help people of all ages. However, Facebook ad spend with other partners proved unsuccessful. **Consumer Acquisition's unique Managed Services solution, Creative Marketplace and highly efficient AdRules Platform has yielded our most rapid high-quality new user growth.** This team knows how to scale Facebook and generate creative at scale!"



Eric White | **EBATES**
DIRECTOR OF MOBILE MARKETING

"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."



Ryotaro Chikaki | **GLU**
USER ACQUISITION MANAGER

"The Consumer Acquisition team was able to produce several batches of assets, allowing them to meet aggressive daily volume targets. The further into testing these assets, we saw a decline in CPI and increase in installs"



Tyson Woeste | **TrueCar**
VP MARKETING

"ConsumerAcquisition pairs deep automotive experience with an impressive track record for Facebook advertising. They worked with us to build our Facebook acquisition channel on the web, optimized ad spend for both new and returning users to meet our cost targets. **They've also impressed me by driving an incredibly low cost for mobile app installs.** These guys are all about performance, and I recommend them to any company who wants to grow."