

CREATIVE MARKETPLACE 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

"Consumer Acquisition 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."



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!"



Quentin Lacornerie | **EVER**
SENIOR BUSINESS ANALYST

"Consumer Acquisition immediately ramped design production using their Creative Marketplace. They rapidly created and tested new images and videos. It's a pleasure to work with them and we love their creative capabilities. We recommend them to anyone looking to scale their Facebook user acquisition."



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"



Jason Lin | **FILLD**
CMO

"Consumer Acquisition ramped up spend within the first few weeks and capped out our daily budget while reducing our CPA by 42% within 90 days. Their Creative Marketplace allowed us to rapidly test new creative (images and videos) with various copy messaging, while continuing to drive new customers to our platform even when we increased spend by eleven times from month 1 to month 3. They've transformed our business and marketing approach, and we recommend them to anyone looking to properly scale their Facebook user acquisition".