

MANAGED SERVICES

Overview

We offer managed services for businesses of all sizes. We'll help you scale direct response advertising on Facebook and Google UAC. We offer all inclusive media buying, creative strategy and production.

- ▶ **Fully-Managed Services:** Social advertiser spending > \$100,000 per month with significant creative demands.
- ▶ **Managed SMB:** Social advertiser spending less than \$50,000 per month, seeking a guidance with user acquisition and creative production.
- ▶ **Managed Start Up:** Startups spending up to \$25,000 per month, seeking an inexpensive, guided solution to social advertising.

Why Consumer Acquisition

- ▶ Over \$1 billion of social advertising managed on Facebook & Google.
- ▶ Creative At Scale: Social advertising requires a constant supply of fresh creative. Our all inclusive creative studio delivers an endless supply of new videos and images from our in-house creative team. You'll also receive free access to Shutterstock's library of over 180 million images and videos.
- ▶ Benchmark internal teams to keep your operations running at peak efficiency.
- ▶ Communication: We'll keep you fully informed with our customized creative and media buying strategies shared over Google docs. We've simplified the creative approval processes with an easy-to-use, Trello-like UI that gathers and centralizes creative feedback to unify communications.
- ▶ Flexibility: Easily switch between managed-service, creative services and self-serve platform.

**We've never lost a competition with another company
56 WINS and 0 losses.**



Fully Managed Services	Managed SMB	Managed Start Up
\$15,000 or 15% of monthly media spend	\$5,000 or 20% of monthly media spend	\$2,500 or 20% of monthly media spend
Unlimited Monthly Spend	Max \$50,000 monthly spend	Max \$25,000 monthly spend
90-day agreement	60-day agreement	30-day agreement
Includes Unlimited Videos and Images	Includes 2 videos and 1 image	We use your creative (videos and images)
Reduced % of spend available for yearly agreements	Client provides guidelines, image/video reference, current FB ads & copy, logo, fonts, music / audio	50% off creative services for first 10 videos

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."



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."