CONSUMER ACQUISITION

Overview

Sales@ConsumerAcquisition.com

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Consumer Acquisition

Overview

Tech enabled marketing services company with over $3 billion in social ads managed for mobile apps and performance advertisers

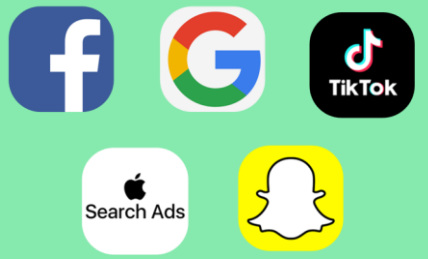
Services

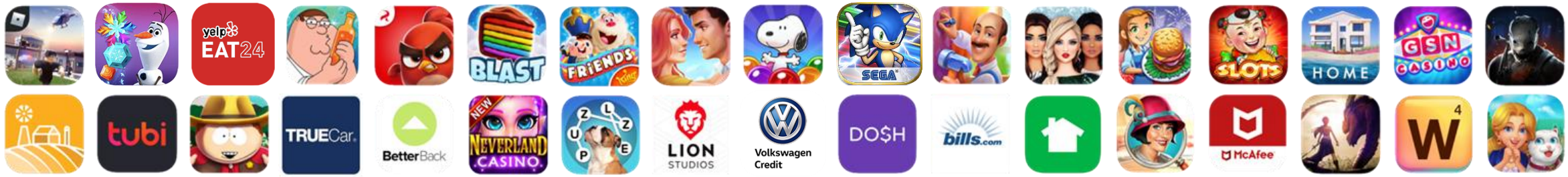
- Creative Studio
- Growth Marketing

Unique

- Hollywood Storytelling
- Data-Driven & Creative Optimization

Platforms





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How Can We Help?

Outcome-Focused Creative Studio Marries Hollywood Storytelling With Data-Driven Creative Recommendations

- We See Broadly Across Facebook, Google, TikTok, Snap & Apple Search Ads With Over $150m In Monthly Ad Spend Managed
- Benchmark Internal User Acquisition Teams
- Fully Transparent Communication
- Data-Driven Creative Optimization leverages 1st, 2nd and 3rd party data

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“Software Is Eating The World”

- Facebook & Google full-speed towards fully automating media buying
- Creative is the primary differentiator for success in mobile app advertising
- 50 creatives have grown to 100, 1K, 50k, drive by data (behavior, weather, geo, gender…)
- IDFA Loss & Automation is driving an arms race for “Better, Faster, Cheaper” creative solutions

Facebook’s Automated App Ads “AAA”

- Auto Advanced Matching
- Account Simplification
- Automatic Placements
- Campaign Budget Optimization

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Finding Winning Creative Is Very Difficult

Beating The Control Is Hard!

- 85% - 95% of Creative Fails!
- ~1-3 out of 20 concepts beat the winning video
- Running losers drains cash

Over $150,000,000 In Ad Spend

+17,100 Videos Tested

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Blockbuster Creative Team!

HOLLYWOOD

Elite creative team, vast experience in storytelling, animation, visual effects, film, TV, user acquisition & advertising

MIKE MERELL • Creative Director

DAVID DEJONG • Creative Strategist

VINCENT SCALA • Creative Brief Writer

STEPHEN LEONARD • Jr. Creative Director

MONA WEISS • Jr. Creative Director/Brief Writer

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Creative Optimization Process

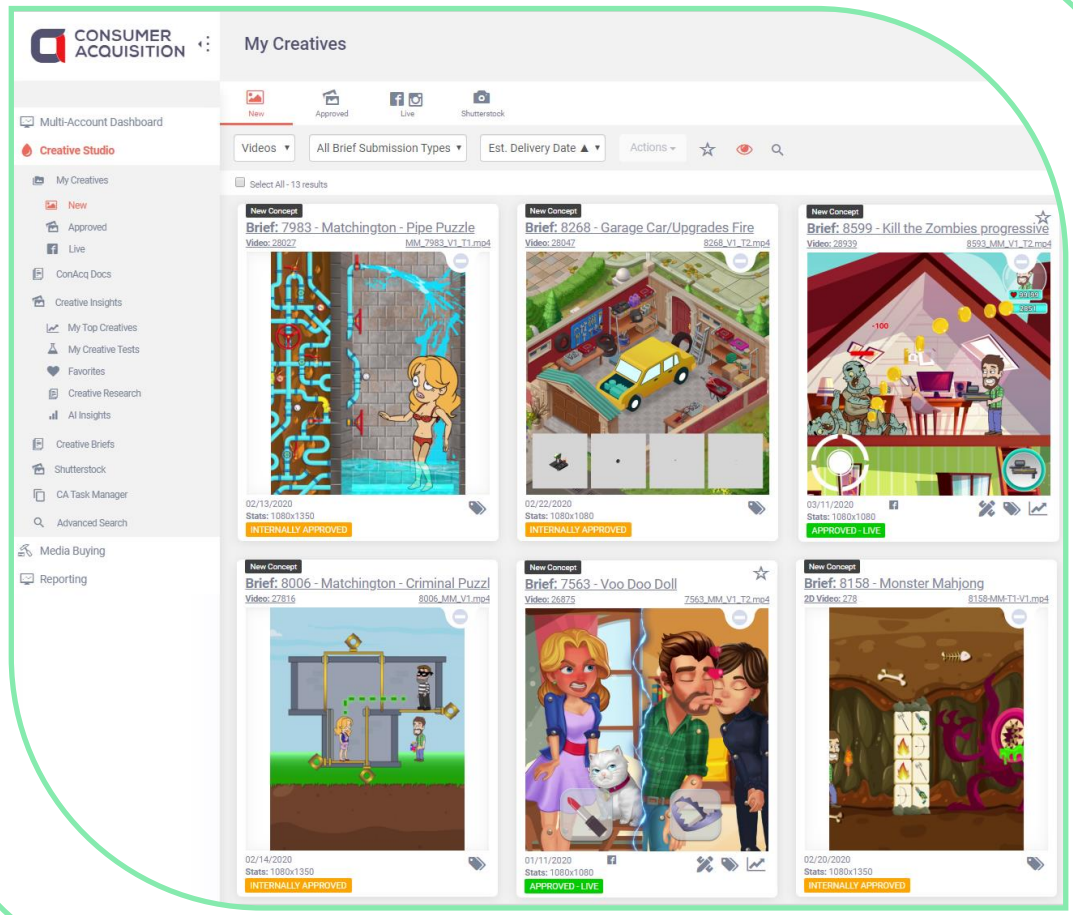
Internal Creative Process

- Creative Audit
- Competitor Review
- Assets: Review & Organize
- Personas / Player Profiles
- Internal Creative Briefs

Collaborative Creative *(optional)*

- Strategic Creative Plan
- Mini Briefs
- Concept Hypothesis

Data-Driven Optimization



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Creative Research & Competitors

Why Competitors Matter

- **Reduces 85% - 95% Failure Rate**
- Endless Supply Of "Tested" Concepts & Trends
- Requires Quantitative / Creative Skills

How To See Competitor Ads

- Over 3 M competitive ads available
- **AdRules + MobileAction,** *AppAnnie, SensorTower*
- *https://www.facebook.com/ads/library*

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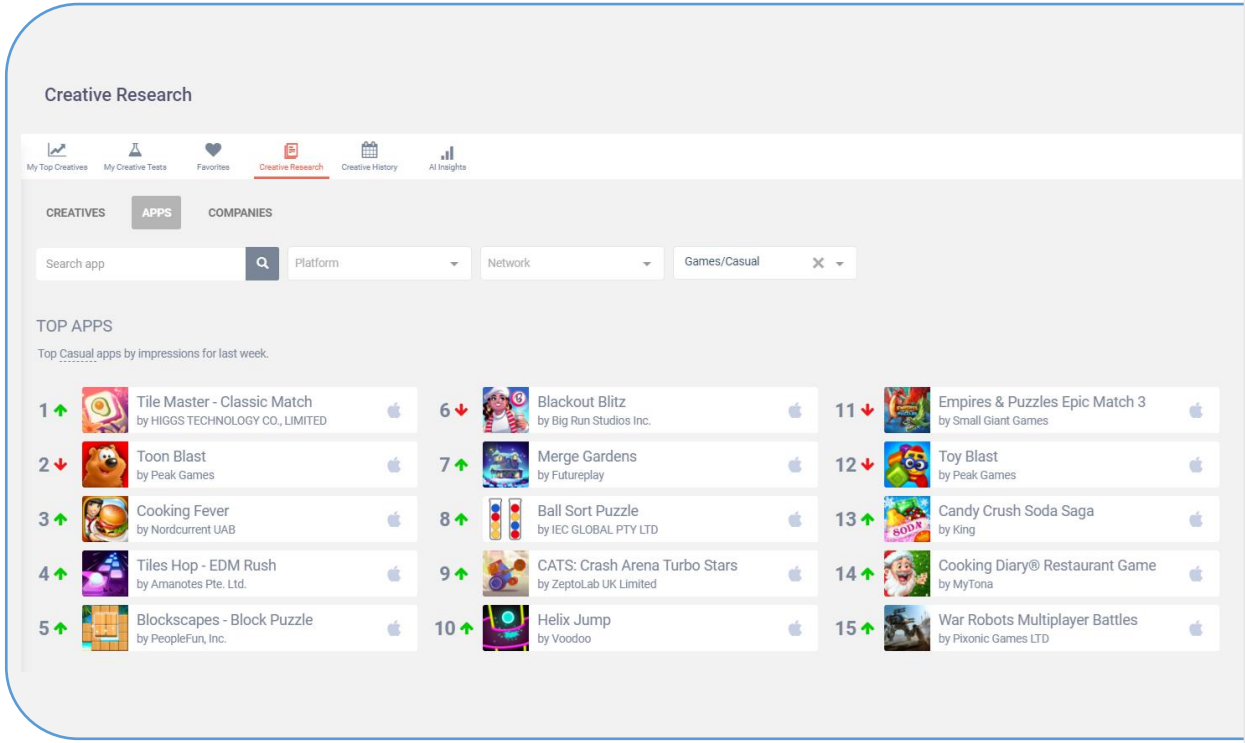
Creative Research & Competitors

See which competitor videos drive the best performance, over 3 million videos available

Customizable dashboard of creative competitors set up uniquely for you

View data across Facebook, Google, Vungle, IronSource, Applovin & see top advertisers, publishers and ads



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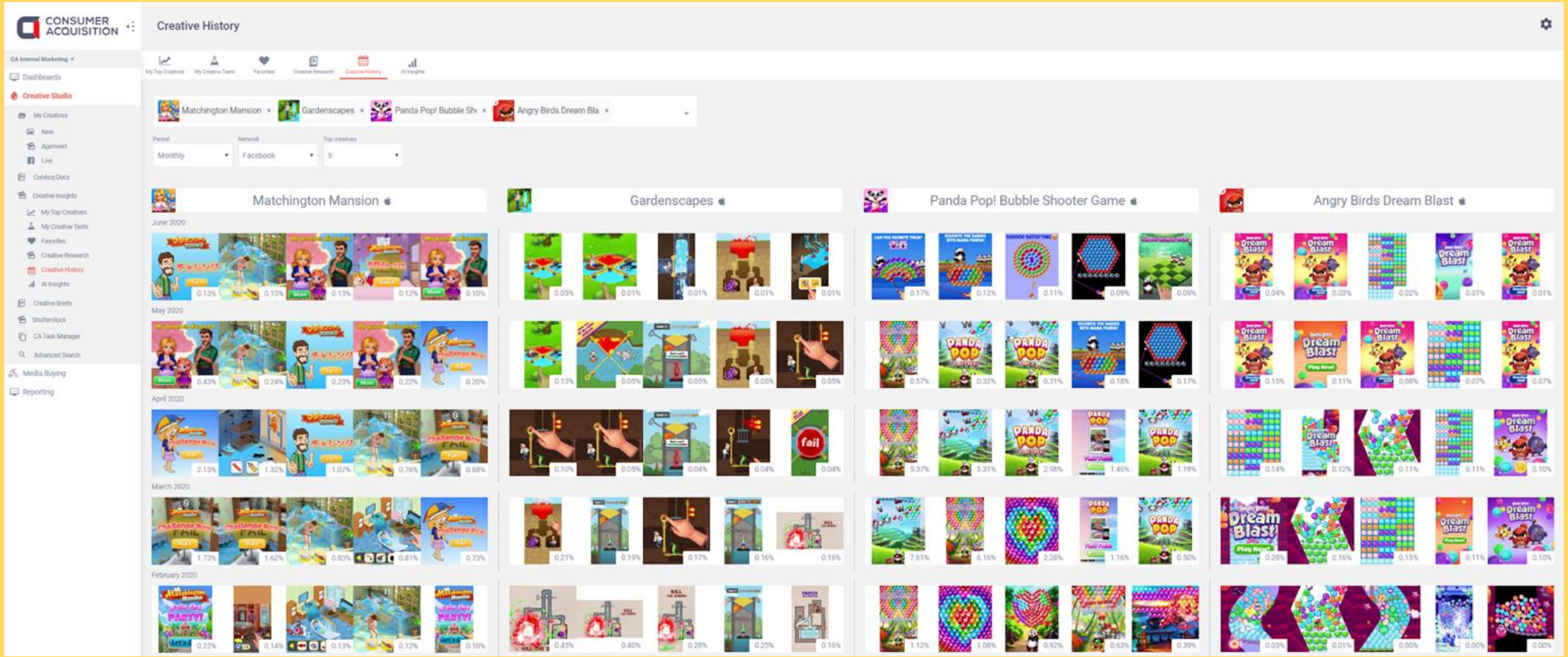
Creative Research & Competitors

Creative History: Compare top ads from four titles to uncover visual trends over time



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Pricing: Creative Studio

CREATIVE STUDIO PRICING					
Pick the number of videos you want (up to 0:30 seconds)	10 (total)	10/mth	15/mth	20/mth	30/mth
Pick the amount of time you would like to work together	8 Weeks	6 Months			
Pick the number of apps you would like us to work on	1	1	1	1 to 2	1 to 3

SIMPLE EDITING: *Pick the complexity of the video editing style you would like.*					
Services Include: Motion Graphics, 2D FX, Photoshop Clean Up, Lighting Effects, Text Animations Color Correction, 2D/3D Character Pre-Rendered on Transparent Backgrounds	$2,000	$1,500	$1,300	$1,100	$1,000
Cost Per Month or 8 Weeks	$20,000	$15,000	$19,500	$22,000	$30,000
Total Contract Cost	$20,000	$90,000	$117,000	$132,000	$180,000

ADVANCED EDITING & CHARACTER ANIMATION: *Pick the complexity of the video editing style you would like.*					
Services Include: All Simple Video Editing Plus… 2D Animation & Character Rigging, New Asset Creation, Illustrations & Character Design	$5,000	$3,750	$3,250	$2,750	$2,500
Cost Per Month or 8 Weeks	$50,000	$37,500	$48,750	$55,000	$75,000
Total Contract Cost	$50,000	$225,000	$292,500	$330,000	$450,000

A La Carte Pricing						
You can blend between Simple & Advanced services						
Video: Iterations (Simple)	Concept Optimization, New Footage / Elements (Simple Editing)	$1,000	$750	$650	$550	$500
Video: Iterations (Advanced)	Concept Optimization, New Footage / Elements (Advanced Editing)	$2,500	$1,875	$1,625	$1,375	$1,250
Video: Modifications	Re-size, Header Designs, Music	$500	$250	$250	$250	$250
Video: Simple Change	Localizations, CTAs, End/Start Card Text Changes	$150	$75	$75	$75	$75
Project Files	Purchase Per Concept: After Effects, Photoshop	$2,500	$2,500	$2,500	$2,500	$2,500
Creative Brief Service	Strategy, Brief, Links to Assets, No editing	$800	$800	$800	$800	$800
Collaborative Creative	Strategic Creative Plan, Mini Briefs (review and reject 25%), Concept Hypothesis	$1,200	$1,200	$1,800	$2,700	$4,050
Beat Boards	1-5 basic story beats per title per new concept	$3,000	$2,250	$3,375	$5,062	$7,593

Videos/Month & Agreement Term

Simple Video Pricing
Simple vs Advanced Examples

Advanced Video Pricing

A La Carte Pricing For Add Ons

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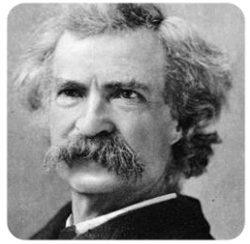
Understanding User Motivations

Know Your Users

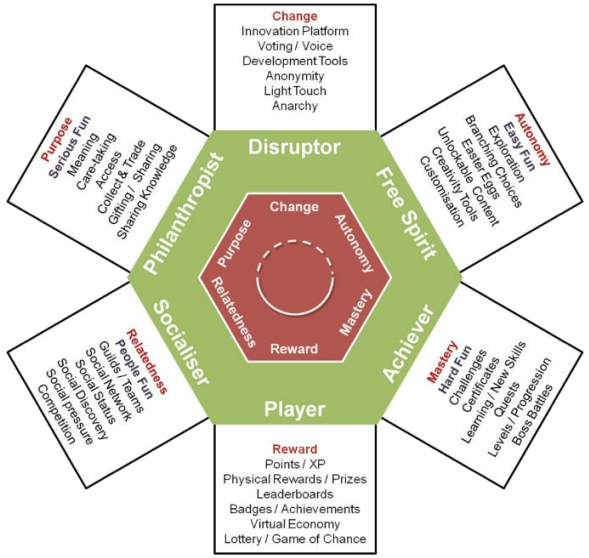
- Build Player Profiles, Motivations & Personas
- Models: Bartle, Marczewski, Jung Archetypes
- Cluster Imagery & Messaging

To someone with a hammer,
Everything looks like a nail.

Mark Twain



Marczewski's Player & User Types Hexad



Bartle's Player Types

Killers

Defined by
A focus on winning, rank, and direct peer-to-peer competition.

Engaged by:
Leaderboards, Ranks

Achievers

Defined by
A focus on attaining status and achieving presser goals quickly and/or completely.

Engaged by:
Achievements

Socialites

Defined by
A focus on socializing and a drive to develop a network of friends and contacts.

Engaged by:
Newsfeeds, Friends, Lists, Chat

Explorers

Defined by
A focus on exploring and a drive to discover the unknown

Engaged by:
Obfuscated Achievements

https://www.gamified.uk/user-types/#google_vignette

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Understanding User Motivations

Excitement

- Action
- Fast-paced
- Surprise weapons
- Explosives/effects
- MOBA
- MMORPG

DISCOVERY, WAR/FIGHTS, LEADERBOARD, EVENTS

Social Connection

- Play with friends
- Compete with friends
- Make new friends
- Chat
- Form allies/teams

COMMUNITY, CLAN, PVP

Expertise

- Strategize
- Think ahead
- Make decisions
- Conquer difficult levels
- Side quest

ADVANCED BATTLE, FORMATIONS, MULTIPLE COMBOS SCENARIOS

Success

- Be the Lord/ King/Boss
- Get collectibles
- Complete missions
- Powerful characters
- Powerful equipment

CLEARING STAGES, LEVELING UP, WINNING

Escape

- Live your fantasy
- Be the characters
- Be in the Story
- Extend big plots
- Non-Player-Character

IMMERSION, ESCAPING, FPS

Creation

- Design avatars
- Customization
- Exploration
- Tinker
- Experiment

AVATARS, CUSTOMIZATION, EXPERIMENT

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Understanding User Motivations

Psychographics

Motivations for Playing

Challenge: I enjoy using my brain to solve puzzles or problems	35%
Stress Relief: Let's me relieve stress	25%
Achievement: It feels good to complete levels or beat my score	22%
Kill Time: It gives me something to do while waiting for other things	19%
Escape: Helps me forget about "real life"	17%
Social: Lets me socialize with friends, family or other people	08%

Distinguishing Traits

The main reason I play is to show myself what I can do	56%
I see myself as someone who loves solving puzzles and problems	55%
I most enjoy playing games alone	52%
I'm motivated by the achievement I feel after accomplishing something difficult	50%
I'm motivated to finish all levels in the games I play	48%
I prefer trying to beat my own past performance	46%

Top 5 Favorite Game Genres Played

Card (Solitaire, Spades, UNO, etc.)	89%
Match-3 (Marchington, Candy Crush, Homescapes, Cookie Jam, etc.)	46%
Word (Words with Friends, Scrabble, Boggle, Wheel of Fortune, etc.)	39%
Puzzle (Jigsaw puzzles, Crossword, Sudoku, etc.)	33%
Trivia (Trivia Crack, QuizUp, Jeopardy!, SongPop, etc.)	17%

Engagement

Game Elements

Complete Quests	96%
Use Boosters	93%
Track Leaderboards	92%
Find Poi	84%
Play Treasure Shrine	69%
Participate in Events	60%
Collect Portraits	49%

Clubs

In a Club	90%
Complete Club Quests	88%
Gather Perks	83%
Completed in a Club Contest	78%
Gifted Club Members with Items from the Club Shop	55%

Payer Demographics

Gender

Age

Under 18	03%
18-25	06%
26-35	17%
36-45	28%
46-55	30%
56-65	22%
65+	09%

Mean age: 47

Income

Less than $25,000	15%
$25k to less than $35k	08%
$35k to less than $50k	13%
$50k to less than $75k	16%
$75k to less than $100k	06%
$100k to less than $150k	04%
$150k or more	03%
Prefer no to say	32%

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Pricing: Managed Services

Fully Managed

- Unlimited Monthly Spend
- 90-Day Agreement
- All Inclusive Creative, min 10 videos
- Full Campaign Management
- Fees: 15% or $15,000/month greater of
- Discounts for Yearly Deals

Soft Launch

- Max $50,000 Monthly Spend
- 90-Day Agreement
- Includes 3 Videos
- Full Campaign Management
- Fees: 20% or $7.5K/month *greater of*

A La Carte Creative Services		
Video: Iterations (Simple)	Concept Variation, New Footage / Elements (Simple Editing)	$ 1,000
Video: Iterations (Advanced)	Concept Variation, New Footage / Elements (Advanced Editing)	$ 2,500
Video: Modifications	Re-size, Header Designs, Music	$ 500
Video: Simple Change	Localizations, CTAs, End/Start Card Text Changes	$ 150
Project Files	Purchase Per Concept: After Effects, Photoshop	$ 2,500
Creative Brief Service	Strategy, Brief, Links to Assets, No editing	$ 800
Collaborative Creative (Mini Briefs)	Monthly Strategic Creative Plan, Mini Briefs (review / reject 50%), Concept Hypothesis *(optional bi-weekly calls / planning sessions)*	$ 1,200
Beat Boards	1-5 basic story beats per title per new concept	$ 3,000
Image: Concept		$ 200
Image: Version / Resize		$ 40
Image: Carousel frame		$ 150

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What Happens Next?

Send Proposal, Sign Agreement

- **Kick Off Call Doc** *(30-40 questions)*
  - Creative research dashboard populated
  - Mobile industry benchmark access enabled
  - Creative, account and competitor audits
  - You provide access to cloud storage assets

- **Creative Process, Testing, Feedback & Analytics**
  - Kickoff doc, market research/personas and competitor ads are used to generate internal creative briefs
  - Video drafts are provided to review/comment in our AdRules UI
  - If networks/MMPs are connected, we evaluate performance, else you provide feedback on winners / losers and we adjust strategy
  - For increased creative participation, we offer A La Carte services: Mini Briefs, Beat Boards,
  - Collaborative Creative *(extra fees apply)*
  - Creative clients, we offer $5K, flat-rate media buying for creative testing

- **Team & Communication**
  - Team: Dedicated UA Manager or dedicated Creative Strategist
  - UA: Bi-weekly calls documented and shared: wins, losses, strategy, metrics
  - UA: Starts by using your best assets to benchmark performance
  - A/B test our copy, creative and audiences

- **Platforms:** Facebook, Google AC, TikTok, Snap, Apple Search Ads

- **MMPs Supported:** Adjust, Appsflyer, Kochava, Singular, Tenjin

Simulation/Role Playing: Competitive Analysis

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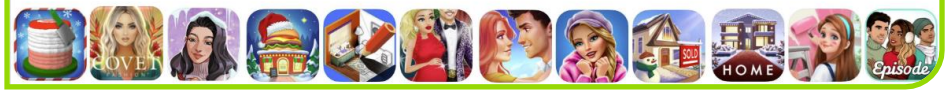
- **Top Competitors:** Covet Fashion, Choices, Design Home, My Home: Design Dreams, Episode, Super Stylist, House Flip, Cooking Diary, Design My Room, Hollywood Story, Icing on the Cake, IMVU Avatar, I Peel Good, Linda Brown, Love Sick, My Cafe, My Story, Pottery, Storyscape, Super Stylist, Township, Avakin Life, Ink Inc., Paint by Numbers, Fill in 3D, Party in My Dorm

- To view competitive videos, click here.



Simulation/Role Playing: Creative Trends

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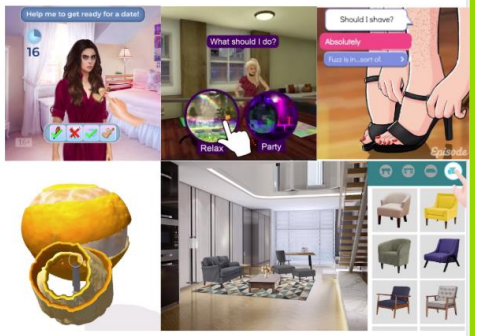
- **Event/Date Prep with Character Reaction**: Picker utilized for hair/makeup/clothing, with character reaction (*Hollywood Story, My Story, Lovesick)*
- **Choices-Style situations:** Empowered female characters given option to choose their next move *(Episode, Choices, Avakin Life, IMVU Avatar)*
- **Men Behaving Badly:** Women triumphing over adversity and badly behaving men *(Choices, Episode, Love Sick, My Cafe, many others)*
- **Relaxing, Mindless Expressions of Creativity:** Decorating, painting and cooking apps that display simple gameplay, sometimes comedically (*I Peel Good, Icing on the Cake, Fill in 3D, Pottery)*
- **Creative Expression/Design:** Using pickers to create and furnish rooms, houses, etc. *(Design Home, My Home: Design Dreams)*



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Appendix

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Why We're Best In Class!

Industry Leader With Upside Tied to Market Growth and Diversification

	Best In Class Details	Key Differentiators
Market Pains	• Inability to adapt to the mobile-first consumer • Lack of understanding on mobile app marketing • Existing agency partners not focused on financial outcomes • Silos between creative and media buying • Creative waste and cost driven by over-reliance on freelancers and domestic talent	Experts in Social and Mobile App Marketing
Market Growth	• The shift to the mobile-first consumer • The ratio of time spent in mobile apps versus mobile browser • Increased demand for creative brought on by media buying automation & IDFA loss • Post-COVID recovery forcing demand for Better, Faster, Cheaper services	Integrated User Acquisition and Creative Studio
Business Model	• Managed service for mobile app social advertising, billed on % of spend • Creative services focused on business outcomes, billed on per unit economics • Integrated Creative Studio and User Acquisition Services reducing silos • Transparent focus on client financial performance driven by proprietary software	Hollywood-Level Creative Studio Focused On Business Outcomes
Talent	• Entirely remote workforce which unlocks top talent internationally • Strategy Onshore / Execution Offshore enables a deeper and cost-effective, talent pool • Hollywood-level creative storytelling • Best-in-class user acquisition talent	Proprietary Technology Powering Creative Optimization and Workflow

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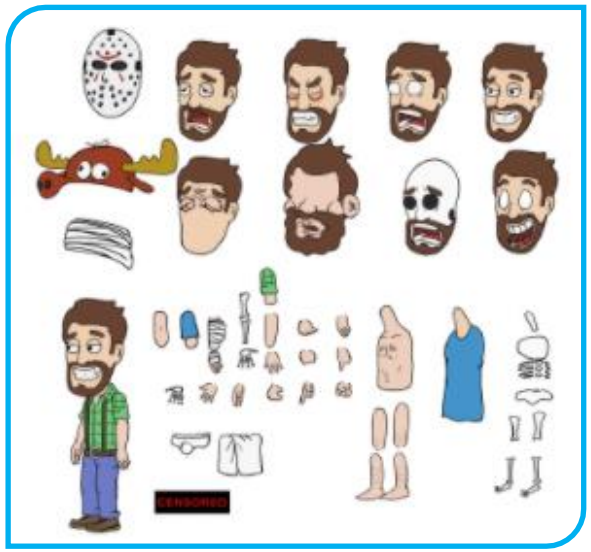
Number of Creatives Suggested / Month

# of Creatives / Month	
Media Spend	Videos
$ 50,000	2
$ 75,000	2
$ 100,000	10
$ 200,000	14
$ 300,000	21
$ 400,000	28
$ 500,000	30
$ 750,000	41
$ 1,000,000	55
$ 1,500,000	74
$ 2,000,000	87

- **Fully Managed:** 10 videos minimum per month (1-point)
- **2.5 Points: Rigged & 2D Animated Character**
- **1 Point: New Concept:** New Ideas, Video/Animation
- **0.5 Point Iteration:** Concept Optimization, Length, New Footage
- **0.2 Point Modification:** Re-size, New Headers, Music
- **0.05 Point Simple Change:** Localizations, CTAs, End/Start Card



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Maximize Creative Distribution & Minimize Production

To maximize distribution across platforms while minimizing creative production, we recommend producing the following sizes of videos and images (in green), until a new winner has been established.

Video Required

9:16 Vertical 1080 x 1920	1:1 Square 1080 x 1080	16:9 Landscape 1920 x 1080	4:5 Portrait 1080 x 1350

Video Required

9:16 Vertical 1080 x 1920	1:1 Square 1080 x 1080	16:9 Landscape 1920 x 1080	4:5 Portrait 1080 x 1350

Video Required

9:16 Vertical 1080 x 1920	1:1 Square 1080 x 1080	1.91:1 Landscape 1200 x 628

Image

1.91:1 1200 x 628	2:3 320 x 480	3:2 480 x 320	3:4 768 x 1024	4:3 1024 x 768

Video Required

9:16 Vertical 1080 x 1920	1:1 Square 1080 x 1080

Always keep in mind that the UI will cover some portion of creative

Video Required

9:16 Vertical 1080 x 1920

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Flat Rate Creative Testing

Creative Studio clients have access to flat rate Facebook Creative Testing for only $5K/month

Remove the burden of A/B testing creative from your internal UA team

You cover the media costs, and our world-class UA team will manage the media buying using our proven 3-step testing process

Contact Sales@ConsumerAcquisition.com

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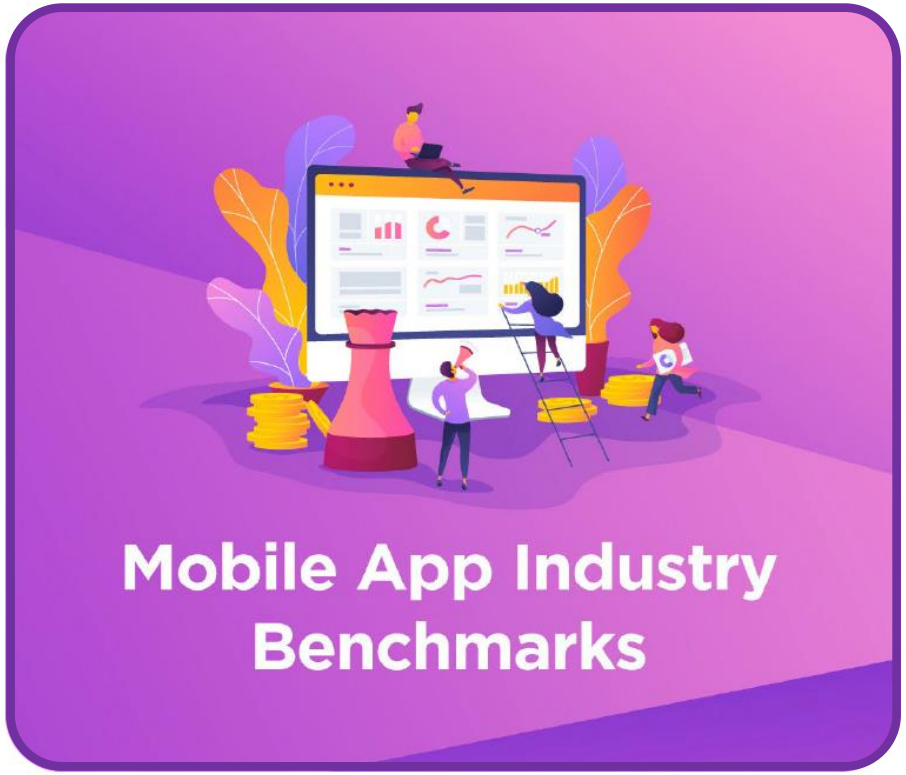
Free Mobile App Industry Benchmarks

Ever wonder how your mobile game or app KPIs perform vs industry benchmarks?

- Check out "Mobile App Industry Benchmarks"
- See competitive KPIs like CTR, CPM, CPC, CPI, IPM, Conv%, country breakdowns and more
- *Contact Sales@ConsumerAcquisition.com*



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Casual Game Clients

Homescapes

Matchington Mansions

Vineyard Valley

Genie & Gems

Disney Frozen Adventures

Bubble Shooter - Panda Pop!

Coin Dozer

Cookie Jam Blast

Cookie Jam: Match 3

Angry Birds

Angry Birds 2

Sugar Blast

Small Town Murders

Brunch Crunch Buddy

Meow Match

Citytopia

Roblox

Disney Sorcerer's Arena

Candy Crush Soda

Candy Crush Saga

Hotel Transylvania

Rescue Machine!

Wordzee!

Keys And Kingdoms

Meow Match Puzzle Fever

Manor Cafe

Sweet Road

Hustle Castle Empire Games

Board Kings

Forest Rescue

Merge Tower Bots

Party in my Dorm

South Park

Rumble Stars

House Flip

Hidden City

Junes Journey

Cooking Fever

Gordon Ramsay DASH

Dinner DASH adventures

Kim Kardashian Hollywood

Cooking DASH

Toy Party

Tuscany Villa

Merge Dragons

Reef Rescue

Crafty Candy Blast

Deal or No Deal

Cooking Diary

Seekers Notes

Chapters: Interactive Stories

Warhammer

Choices

Radish

Design Home

Covet Fashion

Pearls peril

Tropicats

My Museum Story

Fishdom

Might and Magic

Creature Quest

The Loud House

Aqua Blast

My Singing Monsters

Wild Things: Animal Adventures

Deal or No Deal

Farmville 3 Animals

Harry Potter Puzzle and Spells

Sweet Escapes

Hempire

Gummy Drop!

Tropic Trouble Match 3

Dots and Co.

Two Dots

Charm King

ColorArt

Recolor

Plantopia

Pixel Starships

Hay Day Pop

AdVenture Communist

SEGA

Sonic Forces

Dragon City Mobile

Bubble Island 2

Guardian Tales

Pull the Pin

Jigsaw Puzzle

Tetra Block Puzzle Game

Dice Merge!

Chocolaterie

Card / Sports / RMG / HyperCasual / Mid-Hard Core

Castle Solitaire

Pyramid Free

Solitaire

Mighty Solitaire

Mahjong Tiny Tales

Mahjong Tournament

Solitaire Deluxe 2

Spider Solitaire

Crown Solitaire

Solitaire

Block Party Bingo

Spades

Blackjack

Solitaire Cube

Domino Master

Greenpark

Mahjong

Gin Rummy Stars

Spades Royale

Backgammon

Words With Friends 2

Word Spa: Vistas

Puzzlescapes: World Brain Games

Ever Merge!

Parchisi Star

Ultimate Cribbage

Ultimate Backgammon

Word Search Addict

Word Nut

Racing Rivals

Idle Golf Tycoon

Super Hit Baseball

Deer Hunter

MyNBA 2k17

WWe Supercard

FotMob

Cookie Run Ovenbreak

MLB Tap Sports Baseball '16

MLB Tap Sports Baseball '17

Tap Sports Baseball 2020

Trafic Run

Earwax Clinic

Dinosaur Rampage

Merge Zoo

Merge Dragons

Overdrive City

Dead by Deadlight

Dragonstone: Kingdoms

Dragonstone: Puzzle RPG

Grand Alliance

Tap Titans 2

Crush Them All

StarDunk

Kingdoms of Heckfire

Solitaire TriPeaks

Slots 88 Fortunes

Club Vegas Slots Casino 2021

myVEGAS Slots

Play To Win Casino

Bike Race

Jewel Blitz

Dominoes Gold

FK Arena

War Dragons

Sniper 3D Assassin

Zula Mobile

RAID: Shadow Legends

Mafia III Rivals

Murder in the Alps

Warhammer

Blackout Bingo

21 Blitz

WinView Games

Blackout Bingo

LGN Poker

GSN Casino

Sparcade

Twitch

Legacy of the Beast

Neverland Casino

Best Bet Casino

Vegas Blvd Slots

Poker

Hit It Rich!

Bubble Shooter Arena

Pool Payday

Bubble Shooter Tournaments

Scatter Slots

Gaming Case Study

Objective

Gordon Ramsay DASH is a cooking game from Glu Games, Inc. Where Chef Gordon Ramsay guides you into battle to become the top chef. Glu's objective was to acquire mobile app users while maintaining certain return on advertising spend on both Facebook and Instagram.

Creative

Created and tested +15 videos, +70 images, +40 ad copy and 20 headline variations in less than 2 months. Gender, age, and placement testing also conducted. Built +35 new custom & 25 lookalike audiences to drive audience expansion.

Bidding & Budgeting

Leveraged AdRules automated campaign management to gain additional efficiency by allowing us to maintain low CPIs, positive returns, and ability to stretch daily budgets throughout the day.

Fighting Fatigue

Used AdRules to roll out new winning creative to a wide variety of audiences. AdRules automatically built new audiences, identified and scaled high-performing ads shut down under-performing ad sets.

Results

- **25%** Increase in ROARS
- **60%** Reduction in CPI
- **+279%** Install Volume
- **150+** Creatives

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Automotive

Volkswagen Credit

FJ Drive

KIA Motors Finance

Autogravity

Shift Digital

TRUE Car

FinTech

Dosh

Glow

Rategenius

Digit

Ecommerce

Blue Apron

Checkout 51

Rakuten

Sun Basket

Swift Shopper

Terras Kitchen

Eat24

Honeylove

Rappi

Drivertime

Brainwell

Elevate

Aura

WorldWinner

Ever

Sideline

Recharge Please!

Zoopix

Klever

Jet Set Go!

Tubi

Drum Beats

Lead Gen

Nextdoor

Kindlycare

Just Answer

McAfee

Filld

Buildbox

Cloze

Thryve

HEARTH

Sweepstakes / Rewards

Inbox Dollars

Swagbucks

JackPocket

Lucktastic Win Real Prizes

Spin to Win SLOTS

Flash Rewards

Mistplay

PCH Quizmania

PCH

Boodle

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Ecommerce Case Study

Sun Basket Increased Subscribers by 447%

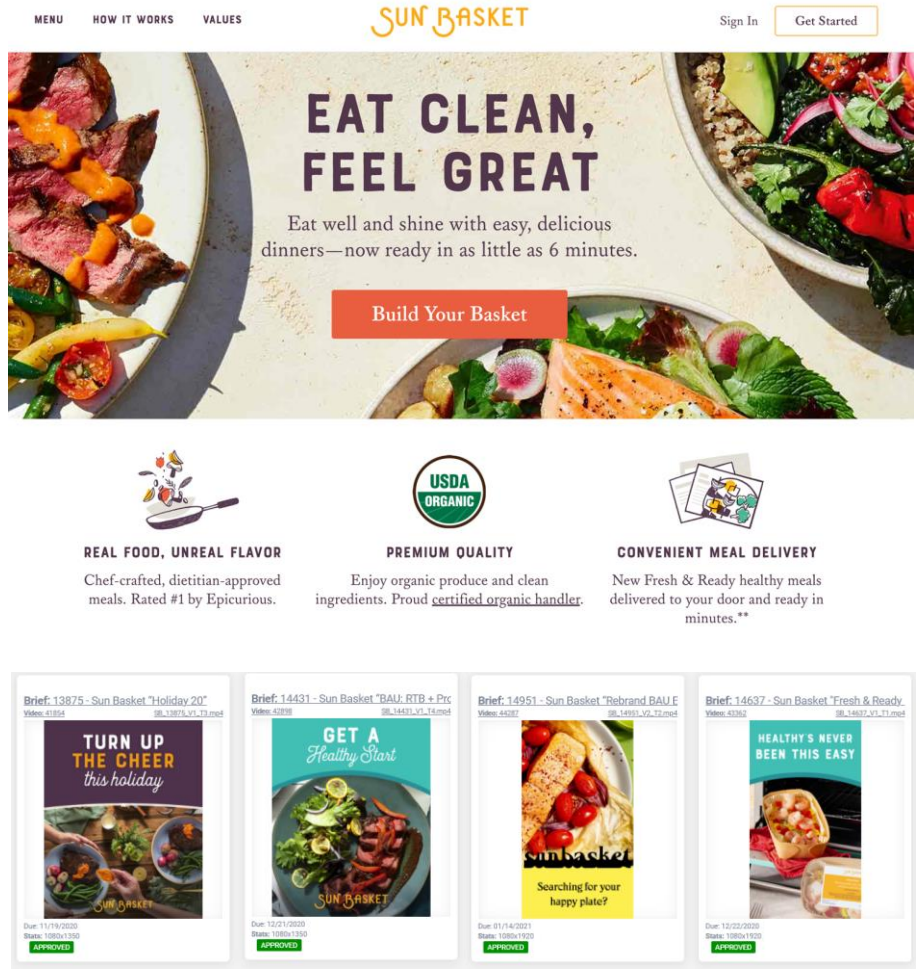
Sun Basket is a healthy meal delivery service offering fresh, seasonal ingredients and easy recipes delivered to your door weekly. The company has raised $143M to date

Results

- 42% reduction Customer Acquisition Cost
- 447% increase in subscribers
- 546% increase in monthly acquired customers

Work

- Produced hundreds of original pieces: 425+ Instagram images, 360+ Facebook images and 145+ videos
- Drove mobile app install program and landing page optimization and headline testing resulting in a 30% reduction in CAC



"ConsumerAcquisition.com delivers outstanding Facebook advertising results for Sun Basket. They reduced our CAC and fueled user acquisition growth to levels that far exceeded our expectations. Also, their passion for creative testing and attention to metrics drove profitability. In addition, the quality of work reflects their experience and expertise in Facebook advertising. As a result, I highly recommend these guys."

—— *Adam Zbar , CEO at Sun Basket*

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Ecommerce Case Study

HONEYLOVE

HoneyLove Increases ROAS by 350%

Honeylove is a fashion startup focused on female shapewear.
Following a successful public launch in 2018, Honeylove is a fast-growing and profitable brand. The company has raised $3M in funding.

Results

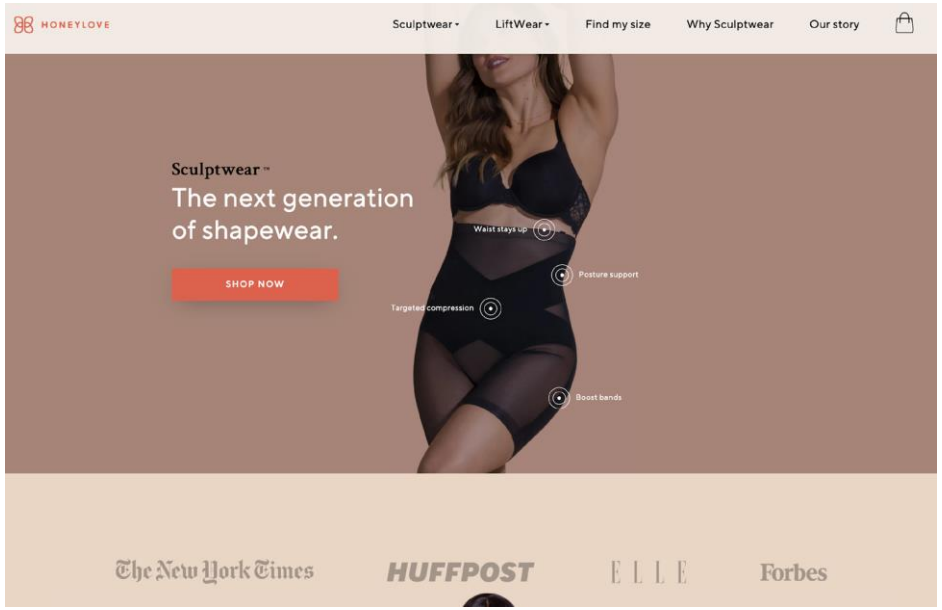
- Acquired thousands of customers from over 114 unique countries
- Achieved Y Combinator demo day sales goals
- Achieved a 350% increase in ROAS pre/post

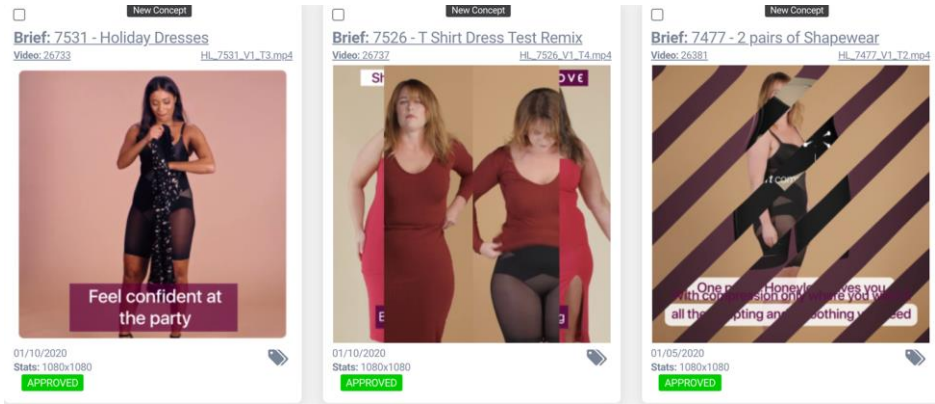
Work

- Managed profitable customer acquisition
- Developed website conversion ads for Facebook and Instagram
- 29 images and 28 videos in the first 80 days

"We were referred to CA.com from another eCommerce company that had an amazing experience in moving product, and we were thrilled when they blew out our inventory too. Prior to working with them, we had not advertised our eCommerce store on Facebook. The CA team was able to achieve profitability early on, which helped us with a successful Y Combinator demo day! Highly recommend these guys for Facebook ads! "

—— *Betsie Larkin, Founder and CEO at HoneyLove*





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Health Care Case Study

ahead

Ahead Scales Facebook Spend by 600%, Reduces CPA by 21%

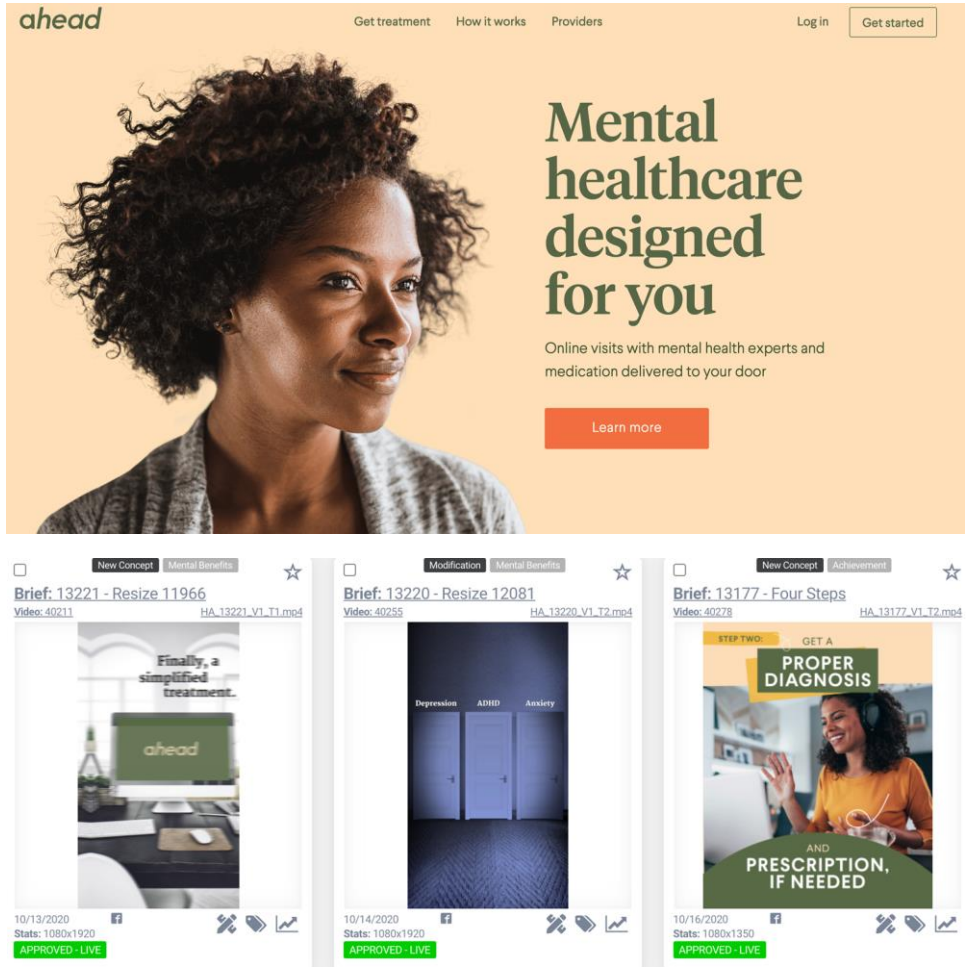
Ahead is a modernized mental healthcare platform, in the service of everyone. We're removing a lot of barriers found in the mental healthcare industry by streamlining the process, elevating it to the digital age, and making prescription refills and deliveries effortless. They have raised $9M.

Results

- Facebook spend increased by 600% from Q1 to Q3 2020
- Q3 CPA 16.4% below target
- Reduced overall CPA by 21% over the period

Work

- More than 70 image/video carousel concepts created
- More than 100 audiences created and tested



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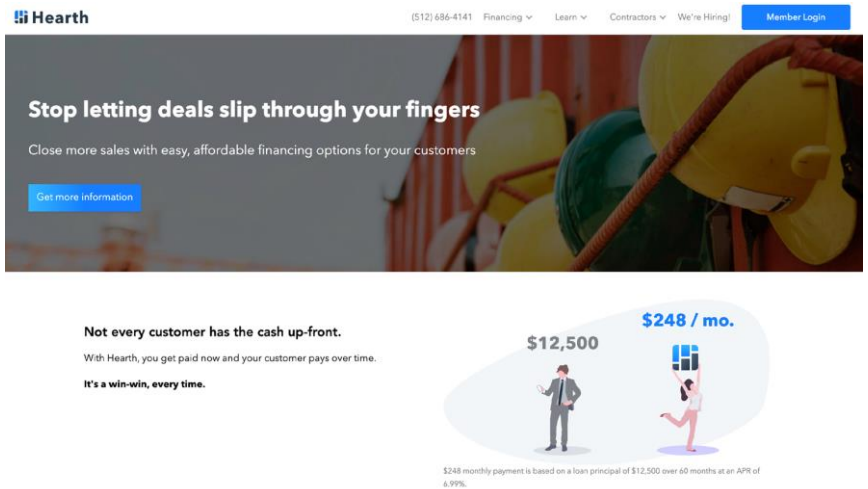
FinTech Case Study

Hearth

How Hearth Scaled Facebook Spend While Reducing CPA

Hearth is the leader in profit protection financing for home improvement businesses. With Hearth, you can grow your business by offering competitive payment options to homeowners and protect your bottom line by never paying per-loan dealer fees.



Results

- Increased Facebook spend by 12% from Q1 to Q3 2020
- Cost per MQL was 15% lower than target MQL
- Reduced monthly CPA to as much as 24%

Work

- More than 100 image/video carousel concepts created
- More than 70 audiences created and tested

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Whitepapers- Click To Download

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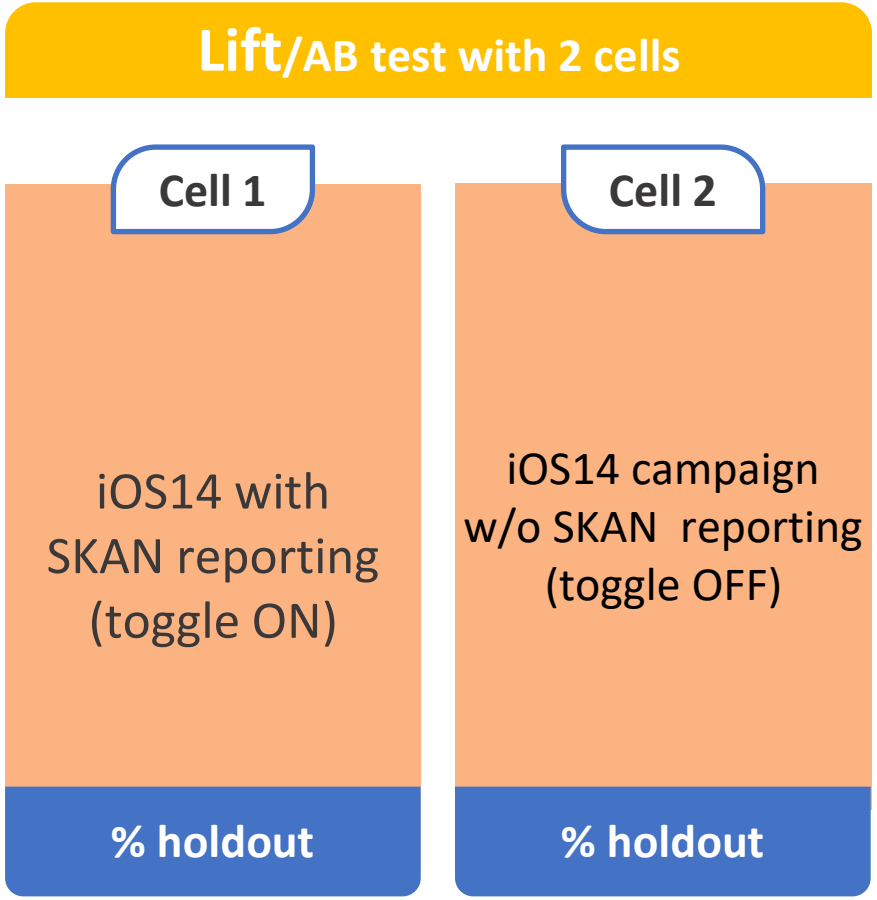
We encourage all advertisers to start SKAN testing as soon as possible



Hypothesis: SKAN reporting will result in lower reported conversions.

Lift, however, should remain ~the same as **optimization models have not been impacted**

- **Campaign:** 1 BAU campaign per cell (no AAA)
- **Optimization:** MAI/AEO (pick one, same across both campaigns)
- **Targeting:** same across both campaigns
- **Budget:** MSP calculated, same across both campaigns
- **Creatives:** same across both campaigns
- **Placement:** automatic placement
- **Flight time:** 14 days
- **Key metrics:** Lift metrics vs differences in reported ROAS, CPI, CPP, Purchases, Installs from Ads Manager

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Why should we be testing SKAN?

1 Technical readiness

- Understand the new SKAN campaign set up flow and reporting set up
- Ensuring configuration of conversion schema work as expected

2 Impact of new SKAN attribution

- Understand the differences in conversions and results between the new SKAN attribution, existing Ads Manager reporting and lift
- Important for future references when SKAN becomes the default reporting option

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While LookAlike Audiences Are Efficient

Campaign	Targeting	Ad Set
1	**AAA T1 + US (Primary Optimization)**	T1 + US
2	**AAA ROW (Primary Optimization)**	ROW
3	**Broad Targeting (Primary Optimization)**	US T1 ROW US + T1 Min ROAS ROW Min ROAS
4	**Broad Timezone Targeting WW + Best Demo**	Hours 0-5 Hours 6-11 Hours 12-17 Hours 18-23 Top Countries, performing Demos ex: F 25-44
5	**Broad Language Targeting WW**	WW DLO All Languages WW French Speakers WW German Speakers WW Italian Speakers WW Spanish Speakers
6	**Interests, Top 10 Countries**	App Competitors List App Genere List Closely Related App ListApp Genere List Affinity App List Motivators (Relaxation, Procrastination, Creativity, etc)
7	**Primary Metric Value LALs, Top 10 Countries**	Purchase >$19.99 1% Purchase >$19.99 3% Purchase >$19.99 5% Purchase >$19.99 10% Purchase >$19.99 20%
8	**Primary Metric Frequency LALs, Top 10 Countries**	Purchase Freq >5 1% Purchase Freq >5 3% Purchase Freq >5 5% Purchase Freq >5 10% Purchase Freq >5 20%
9	**Standard Secondary Metric LALs, Top 10 Countries**	Installs All 1% Installs All 3% Installs All 5% Installs All 10% Installs All 20%

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Without LookAlike Audiences

Campaign	Targeting	Ad Set
1	AAA T1 + US (Primary Optimization)	T1 + US
2	AAA ROW (Primary Optimization)	ROW
3	Broad Targeting (Primary Optimization)	US T1 ROW US + T1 Min ROAS ROW Min ROAS
4	Broad Timezone Targeting WW + Best Demo	Hours 0-5 Hours 6-11 Hours 12-17 Hours 18-23 Top Countries, performing Demos ex: F 25-44
5	Broad Language Targeting WW	WW DLO All Languages WW French Speakers WW German Speakers WW Italian Speakers WW Spanish Speakers
6	Broad Age Breakout Targeting WW	25-34 35-44 45-54 55-64 65+
7	Interests, Top 10 Countries	App Competitors List App Genere List Closely Related App List Affinity App List Motivators (Relaxation, Procrastination, Creativity, etc)
8	AAA T1 + US (Secondary Optimization)	T1 + US
9	Additional builds combining top performance	T1+US DLO Broad All Languages Country Specific (FR,DE,IT,SP) DLO All Languages US Top Interests T1 Top Interests ROW DLO + Top Interests

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Additional Campaign Ideas To Try

1

- Broad
- Interests
- 1,3,5% LAL of Key Metric

2

- AAA
- 10,15,20% LAL of Key Metric
- Optimization Type

3

- 1,3,5% LAL of Secondary Metric
- 10,15,20% LAL of Secondary Metric
- Min ROAS

4

- DLO
- Timezone Targeting
- LAL: Average $ of Key Metric

5

- Individual Language Targeting
- LAL: Min $ of Key Metric
- LAL Freq of Key Metric: 5

6

- LAL Freq of Key Metric: 20
- Individual Placements
- LAL Freq of Secondary Metric: 5

7

- LAL Freq of Secondary Metric: 20
- Facebook Analystics Audiences
- Affinity Interests

8

- Age Breakout Targeting
- Top Ad Set LALs
- Unusual Creatives (Like DCO or Carousels)

9

- Previous months top Audiences stacked
- New Geo combinations
- Facebook Page LALs

10

- Reactivating prior month's top ad sets
- Geo category LALs (Asia, T1, etc)
- Mega Stacks

11

- Broad targeting with exclusion audiences
- LALs of additional tagged actions (Completed tutorial, registrations)
- Top performing Demos ex: M 25-44

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CONSUMER ACQUISITION

Thank You!

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