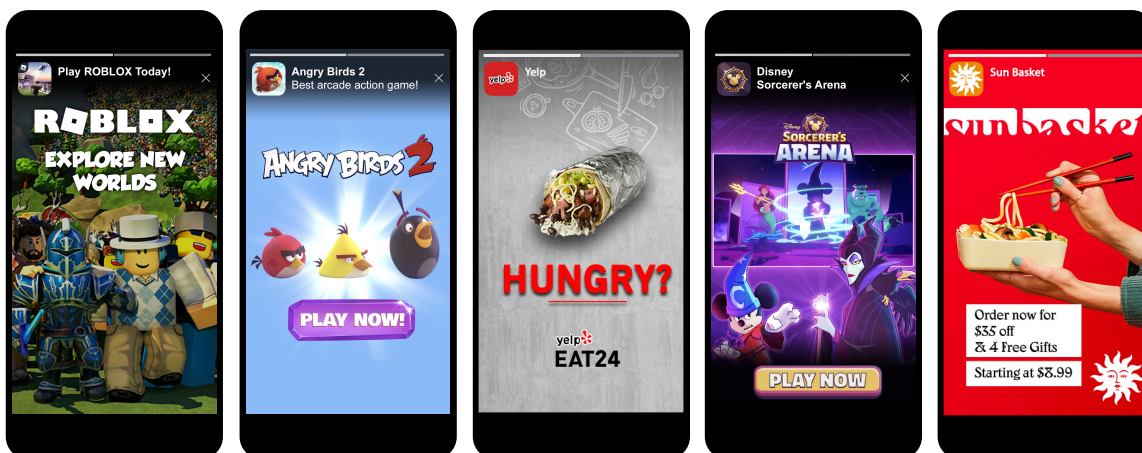


## OVERVIEW

- **We Are:** Founded in 2013, ConsumerAcquisition.com is a technology-enabled marketing services company and creative studio that has managed over \$3 billion in creative and social ad spend for the world's largest mobile apps and performance advertisers.
- **We Do:** We provide end-to-end creative and user acquisition services for mobile app marketers via outcome-oriented creative storytelling, integrated user acquisition and creative optimization. We are buoyed by proprietary technology that enables every member of our global team to make decisions based on client business outcomes and financial performance.
- **We Will:** Provide game-changing results to our clients through creativity, a data-driven optimization, and a relentless focus on client financial performance.

## OUR CREATIVE STUDIO BENEFITS

- \$150m in monthly ad spend managed, we see trends broadly across Facebook, Google, TikTok, Snap & Apple Search Ads Supercharge creative performance with bespoke, thumb-stopping videos from our Hollywood storytellers.
- Creative optimized by 1st, 2nd and 3rd party data-driven insights, competitive intelligence and user motivations to produce original ideas that drive results.  
We work like an extension of your team and can tell your brand's story in a unique way.
- Need Assets? We provide better, cheaper, faster solutions for creative production and optimization.
- Free Competitive Ads: See over 3 million videos from competitors and discover which creatives drive performance.
- Ever wonder how your mobile app KPIs perform vs industry benchmarks? See your performance vs competitors for KPIs like CTR, CPM, CPC, CPI, IPM and more.



## CREATIVE OPTIMIZATION PROCESS

- **Creative Audit:** We'll review your creative to study what works, what fails and why. Then we'll produce fresh ideas.
- **Competitor Audit:** We'll research competitors ads to identify key visual trends to test.
- **Asset Review:** Deep dive on assets to understand how we can create the best ads and identify gaps.
- **Personas:** Understand user motivations to align creative with brand and performance goals.
- **AdRules Platform:** Easy creative reviews and approval with 1-click upload to Facebook, Google, YouTube, TikTok and Snap.

## FLEXIBLE PRICING

### 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.*

<b>Services Include:</b> 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.*

<b>Services Include:</b> 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

#### Additional Services: *Add or exchange a la carte services with a video concept or pay the extra fees below*

*You can blend costs between Simple, Advanced & CA+ services. Please reach out for details.*

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

## TESTIMONIALS



**Aron Lusén**  
Creative Director UA Marketing  
Jam City

"We turned to Consumer Acquisition for fresh creative concepts for 3 of our games because they're experts in Facebook gaming. We love their creative and are excited to see what comes next!"



**Dasha Chipchay**  
User Acquisition Manager  
Glu Mobile

"Consumer Acquisition immediately ramped design production using their Creative Studio. They rapidly created and tested multiple variations of new interior design video concepts and efficiently identified winners, that transformed our business month-over-month. We enjoy working with them and love their diverse creative capabilities. We highly recommend them to anyone looking to properly scale their



**Adam Zbar**  
CEO  
Sun Basket

"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."



**Serge Vartanov**  
Chief Marketing Officer  
Autogravity

"ConsumerAcquisition's nonstop approach to creative testing and automotive experience lowered cost per applicant 40% while scaling volume 60%. By leveraging their creative studio, they produced dozens of creative concepts and developed hundreds of variants to drive new insights and conversions. If you're looking for fresh creative that meets your financial goals, look no further."



**Thomas Kular**  
User Acquisition Analyst  
GSN

"We have been satisfied with the quality and quantity of creatives that the Creative Studio has provided us. Especially with the speed of turn around and the variety of creative concepts and turn around time. As I noted above was excellent!"



**Brent Orford**  
EVP, Marketing, Ember Entertainment  
Meow Match

"Consumer Acquisition was instrumental in scaling Meow Match Android worldwide and hit another homerun with our subsequent iOS rollout. The team at Consumer Acquisition consistently delivers on weekly creative refreshes and audience testing, utilizing a results-driven strategy that has increased revenue and installs while keeping costs low. We look forward to continued success launching our next title."



**Betsie Larkin**  
Founder and CEO  
Honeylove

"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!"



**Noa Godfrey**  
Founder  
Checkout 51

"Consumer Acquisition has 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 continuing to work with them to find new areas to grow."

