

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 and web-based performance advertisers 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.

We've never lost a “competition” to another company.
65 WINS and 0 losses.

MANAGED SERVICE BENEFITS

- \$150m in monthly ad spend provides us a broad view into creative and UA trends across Facebook, Google, TikTok, Snap & Apple Search Ads and allows us to cost-effectively benchmark and improve internal UA team’s financial performance.
- Throughout our engagement, we partner with internal teams to streamline KPI communication and daily actions, provide access to our competitive creative library of 3 million videos and robust mobile app industry benchmarks to ensure in-house teams benefit from our visibility and differentiated methodology.
- Our secret sauce is our unique combination of cross-platform UA expertise and in-house creative studio capabilities driven by Hollywood-trained story tellers.
- Our AdRules platform with Slack integration helps us streamline communication and increase the efficiency of media buying, analysis, creative workflow and communication.
- Our creative can be optimized by 1st, 2nd and 3rd party data-driven insights, competitive intelligence and user motivations to produce original ideas.
- Need Assets? We provide better, cheaper, faster solutions for creative production and optimization.



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.”



Eric White | Director of Mobile Marketing **EBATES**

“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.”



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.”