

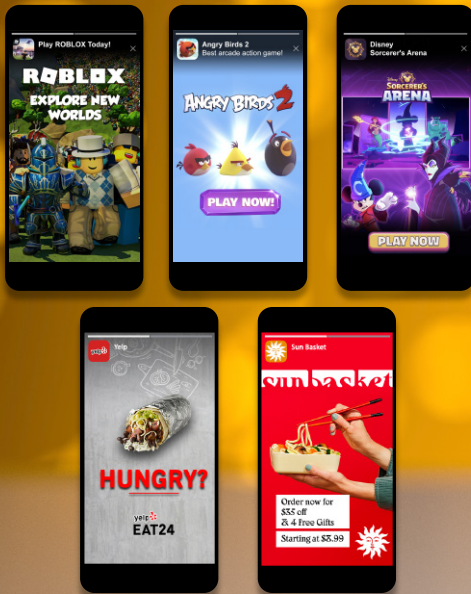
OVERVIEW

- **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.



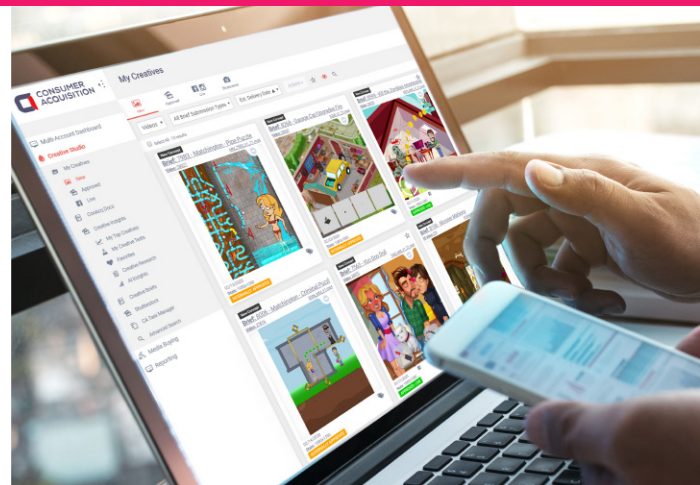
HOW WE CAN HELP

- We See Broadly Across Social Platforms With Over \$150m In Monthly Ad Spend Managed 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.
- CA+ Asset Creation: Live Action, Post-Production, 2D/3D Animation, Gameplay capture, AppStore Icon, Graphics & Videos
- World-Class Creative Strategy & Execution
- Simple Workflow For Creative Review and Approvals
- 1-Click Creative Deployment Across Social Channels
- Fully Integrated Creative-Level Analytics
- Flat Rate A/B Creative Testing
- Free Competitive Ads: See over 3.5m videos from competitors and discover which creatives drive performance.
- See how your app's KPIs perform vs industry benchmarks 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.



WHAT IS CA+

Consumer Acquisition is a technology-enabled marketing services company that has created hundreds of thousands of ads via animation, editorial and motion graphics. CA+ was created to enhance our service offering into:

- Live Action Video Production
- Photography Production
- Full Post-Production Services
- 3D Computer Animation Gameplay Capture
- Branding
- AppStore Icon & Video Design and A/B Testing

TRANSPARENT PRICING MODEL

(actual production costs shared with client after wrap)

CA+ offers transparent pricing.
Budget is actual costs, plus 15%



FLEXIBLE PRICING

CREATIVE STUDIO PRICING

Pick # of videos you want	10 (total)	10/mth	15/mth	20/mth	30/mth
Pick deliver timeline	8 Weeks	6 Month			
Pick # of apps 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: 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
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ADVANCED EDITING & CHARACTER ANIMATION: *Pick the complexity of the video editing style you would like.*

Services: 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
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A La Carte Pricing *Yes, you can blend costs between Simple, Advanced & CA+ services. Please reach out for details.*

Video: Iterations (Simple)	Concept Variation, New Footage / Elements	\$1000	\$750	\$650	\$550	\$500
Video: Iterations (Advanced)	Concept Variation, New Footage / Elements	\$2500	\$1875	\$1625	\$1375	\$1250
Video: Modifications	Re-size, Header Designs, Music	\$500	\$250	\$250	\$250	\$250
Video: Modifications	Re-size, Header Designs, Music	\$500	\$250	\$250	\$250	\$250
Game Capture	Unity/Unreal Engine: 10 mins capture (\$500/video)	\$5000	\$5000	\$7500	\$10000	\$15000
Project Files	Purchase Per Concept: After Effects, Photoshop	\$2500	\$2500	\$2500	\$2500	\$2500
Creative Brief Service	Strategy, Brief, Links to Assets, No editing	\$800	\$800	\$800	\$800	\$800
Collaborative Creative (Mini Briefs)	Monthly Strategic Creative Plan, Mini Briefs (review/reject 50%), Concept Hypothesis	\$1200	\$1200	\$1800	\$2700	\$4050
Beat Boards	1-5 basic story beats per title per new concept	\$1200	\$1200	\$1800	\$2700	\$4050
UGC Videos	UGC actors \$500 per video for 0:60, extra fees for influencers / celebrities.	\$500	\$500	\$500	\$500	\$500
Image: Concept		\$500	\$500	\$500	\$500	\$500
Image: Version/Resize		\$200	\$200	\$200	\$200	\$200
Image Carousel frame		\$150	\$150	\$150	\$150	\$150



Sales@ConsumerAcquisition.com



CA+ Team

Our dedicated team of seasoned ad and film industry creatives and producers, combined with our experienced UA team and proven methodology, enable us to deliver breakthrough creative faster and cheaper than our competitors. And to us, faster and cheaper is better.

Evan Astrowsky : GM Creative Studio - Astrowsky is a seasoned advertising executive with a 15 year blend of ad agency, production company and film production experience. As a film producer he has made feature films like CABIN FEVER and FANBOYS, and has overseen commercial and content production for iconic brands including Microsoft, Bud Light and Oculus.

David DeJong : Creative Director/Strategist - Responsible for creative strategy and creative direction, David has 20+ years experience in advertising, working for such agencies as BBDO, Hill Holliday, Cramer Krasselt and GSD&M. He's created campaigns for Bank of America to Porsche, Corona, Southwest Airlines and AT&T.

Mike Merell : ECD - Mike has 30+ years of animation, live-action, and advertising experience. He began his career at Walt Disney Feature Animation, where he worked on such films as HERCULES, CHICKEN LITTLE and CAPTAIN MARVEL. Since joining CA he has overseen work for such clients such as Jam City, Rovio, Disney, Supercell, Ubisoft, King, Glu and Autogravity.

How CA+ Works with you

Whether you're looking to film UGC with an influencer or trying to create a campaign that targets steampunk millennials, CA+ partners with you to identify your competitive landscape, develop strategic creative, and then place it in the channels that will produce the best results.

- Single asset creation to entire integrated campaign creation and deployment
- Traditional advertising model combined with rapid "create and test" CA methodology
- Dedicated creative, production and account service from conception to delivery
- Collaborative research, analysis, and concepting
- Transparent pricing model

TESTIMONIALS



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."



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 Facebook user acquisition!"



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."

