



*Where Creativity Meets Performance*



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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
- Creative Studio CA+
- Growth Marketing

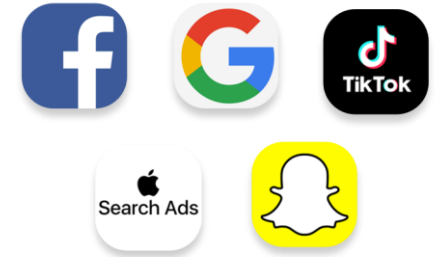


## Unique

- Hollywood Storytelling
- Data-Driven & Creative Optimization
- Asset Creation
- Workflow Optimization



## Platforms

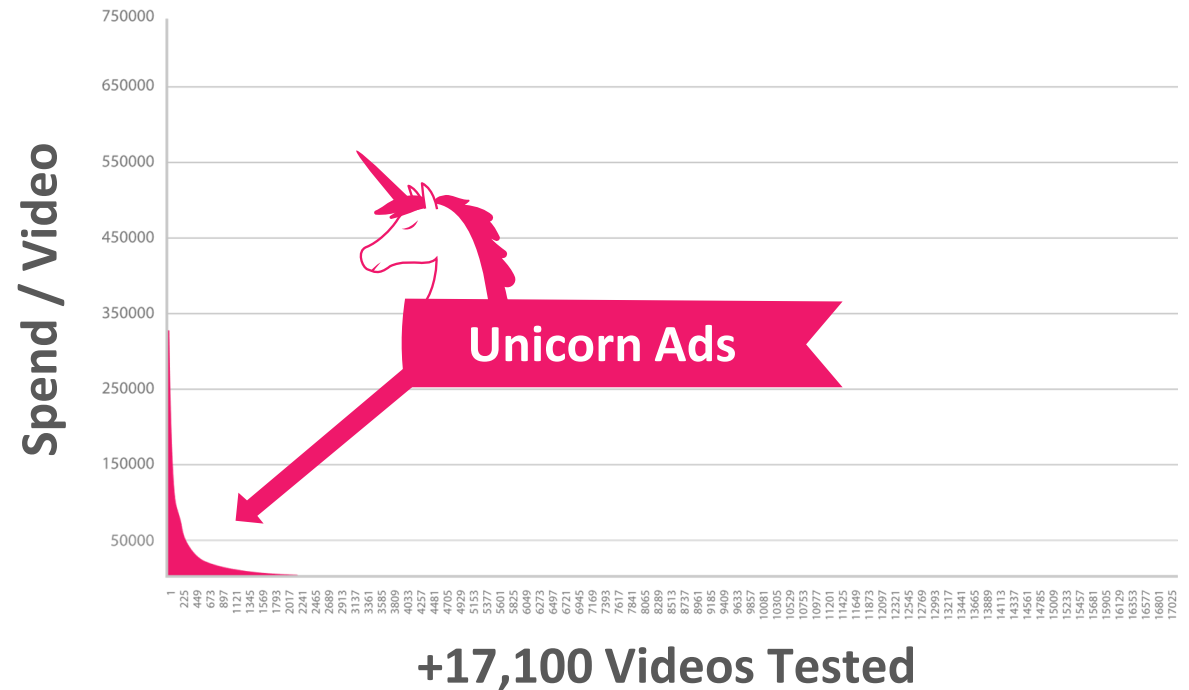


# Finding Winning Creative Is Very Difficult

## Beating The Control Is Hard!

- IDFA Loss & Media Buying Automation have made creative the most important lever in performance advertising.
- 85% - 95% of new creative concepts fail!
- Higher polished creative doesn't increase success rate.
- Running losers drains cash.

## Over \$150,000,000 In Ad Spend



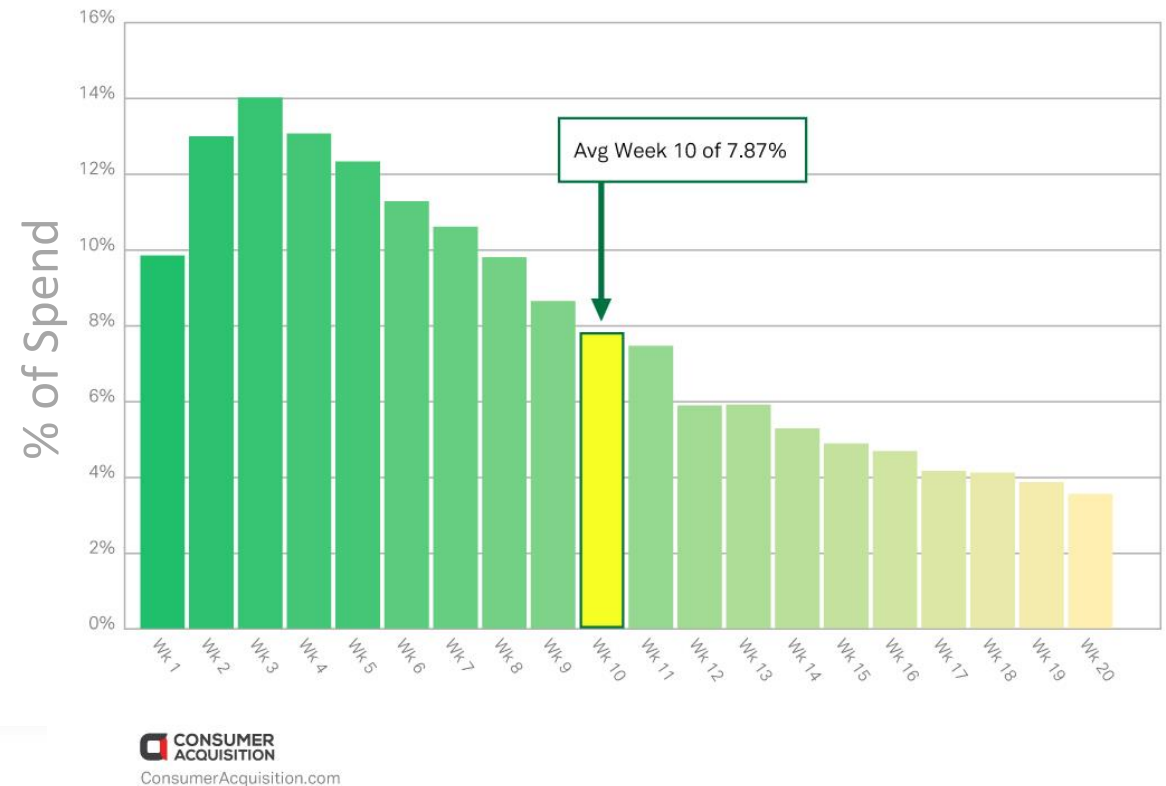
# Winning Ads Die Very Quickly

## CA+ Offers Premium Asset Creation Services

- Unicorn ads last only 10 weeks, then fatigue and die creating a virtuous cycle of need for fresh creative concepts.
- Loss of deterministic tracking and SKAN's tracking limitations requires creative teams to shift focus away from variation to new concepts (*A/B testing creative no longer viable on iOS*).
- CA+ is our premium creative service for asset production because it is expensive, difficult and time consuming for companies to produce enough assets for use in advertising.



## Unicorn Ads Last Only 10 Weeks





# Blockbuster Creative Team!

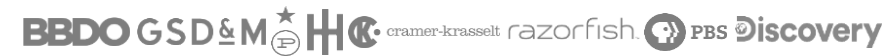
**EVAN ASTROWSKY** • General Manager Creative Studio



**MIKE MERELL** • Executive Creative Director



**DAVID DEJONG** • Group Creative Director



**VINCENT SCALA** • Creative Brief Writer



**STEPHEN LEONARD** • Jr. Creative Director



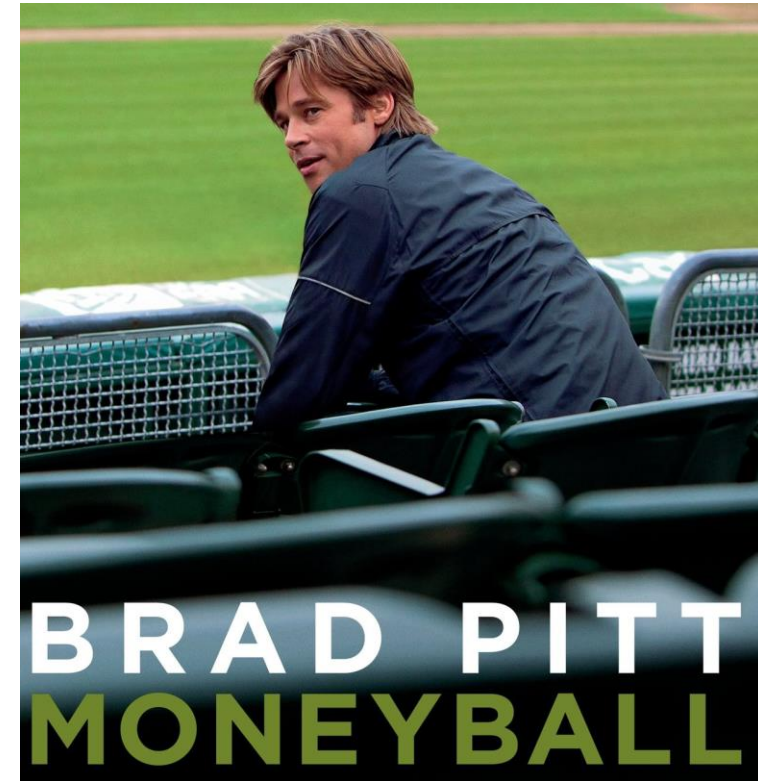
**MONA WEISS** • Jr. Creative Director/Brief Writer



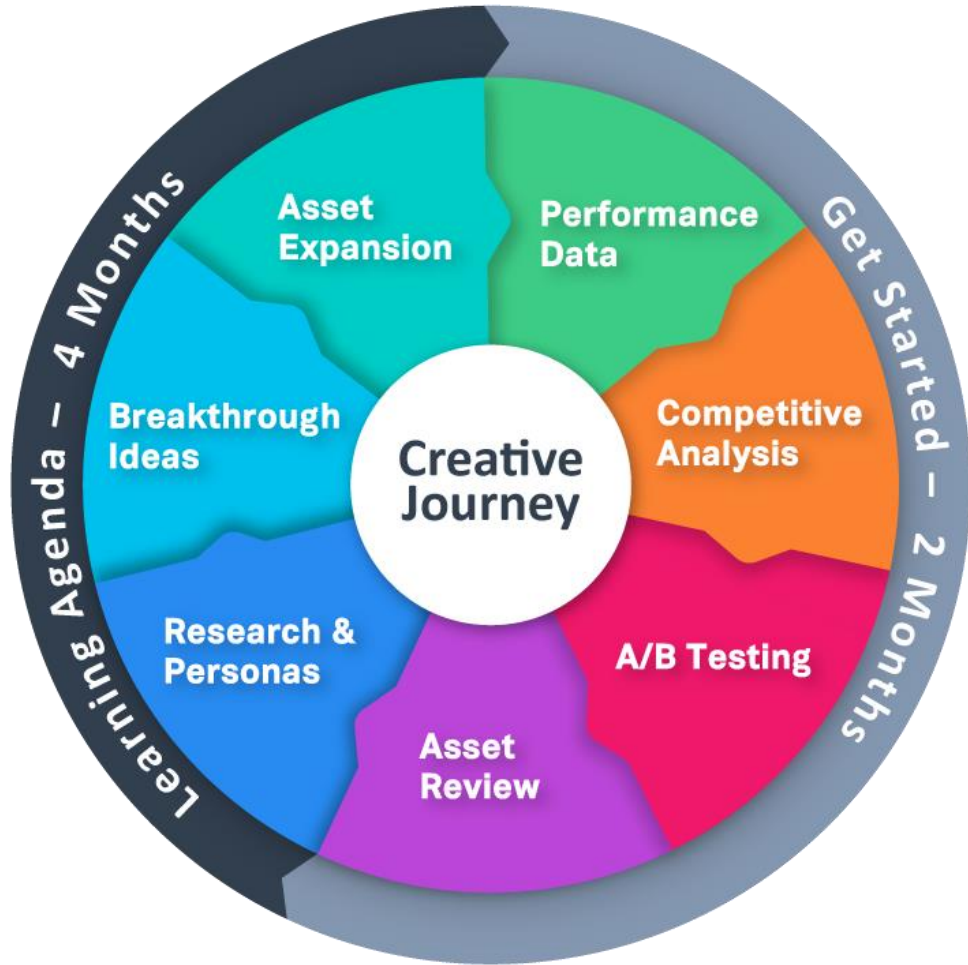
Elite creative team, vast experience in  
storytelling, animation, visual effects,  
branding, film, TV, UA & advertising

# Hard Mobile App Advertising Truths

- Mobile app developers often succeed or fail based on how effectively they measure and improve retention, revenue, and LTV.
  - Their focus is new updates, new features and revenue.
- Mobile app developers are not creative-first because...
  - Their product and marketing teams are kept in silos.
  - They don't provide marketing with a steady stream of fresh assets to stay ahead of creative fatigue.
  - They do not measure creative fatigue as intensely as retention.
- To survive and thrive in a post-IDFA / automated world, mobile app developers must tear down their marketing and product teams and rebuild them as creative-first. If they don't, they will become dinosaurs.



# Creative Journey



**Creative Journey** is a 6-month effort to craft a custom learning agenda to stay ahead of creative fatigue and establish a process to receive a steady stream of fresh creative ideas and assets to maintain profitability from mobile app advertising.

**Get Started - 2 Months:** Performance Data & Competitor Analysis, A/B Testing & Asset Review

**Learning Agenda - 4 Months:** User Motivation Research, Breakthrough Ideas, Original Storytelling, Asset Expansion





**GREAT ARTIST STEAL!**

## Creative Research & Analytics

### Why Competitor Analytics Matter

- Reduces 85% - 95% Failure Rate
- Endless Supply Of “Tested” Concepts & Trends
- Winners Die Quickly – 10 Days

### How To See Competitor Ads In AdRules

- Over 3.5 M competitive ads via MobileAction
- Facebook ads library

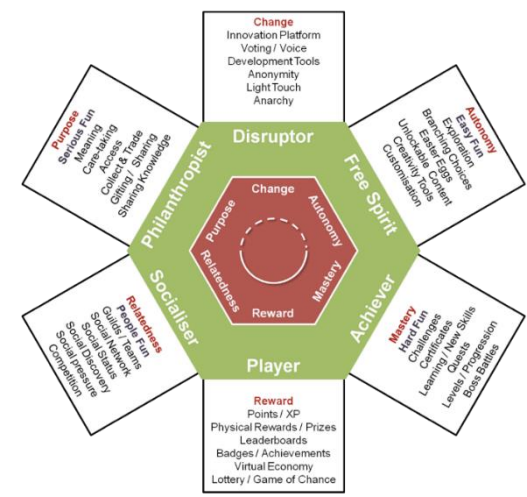


# Understanding User Motivations

## Know Your Users

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

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

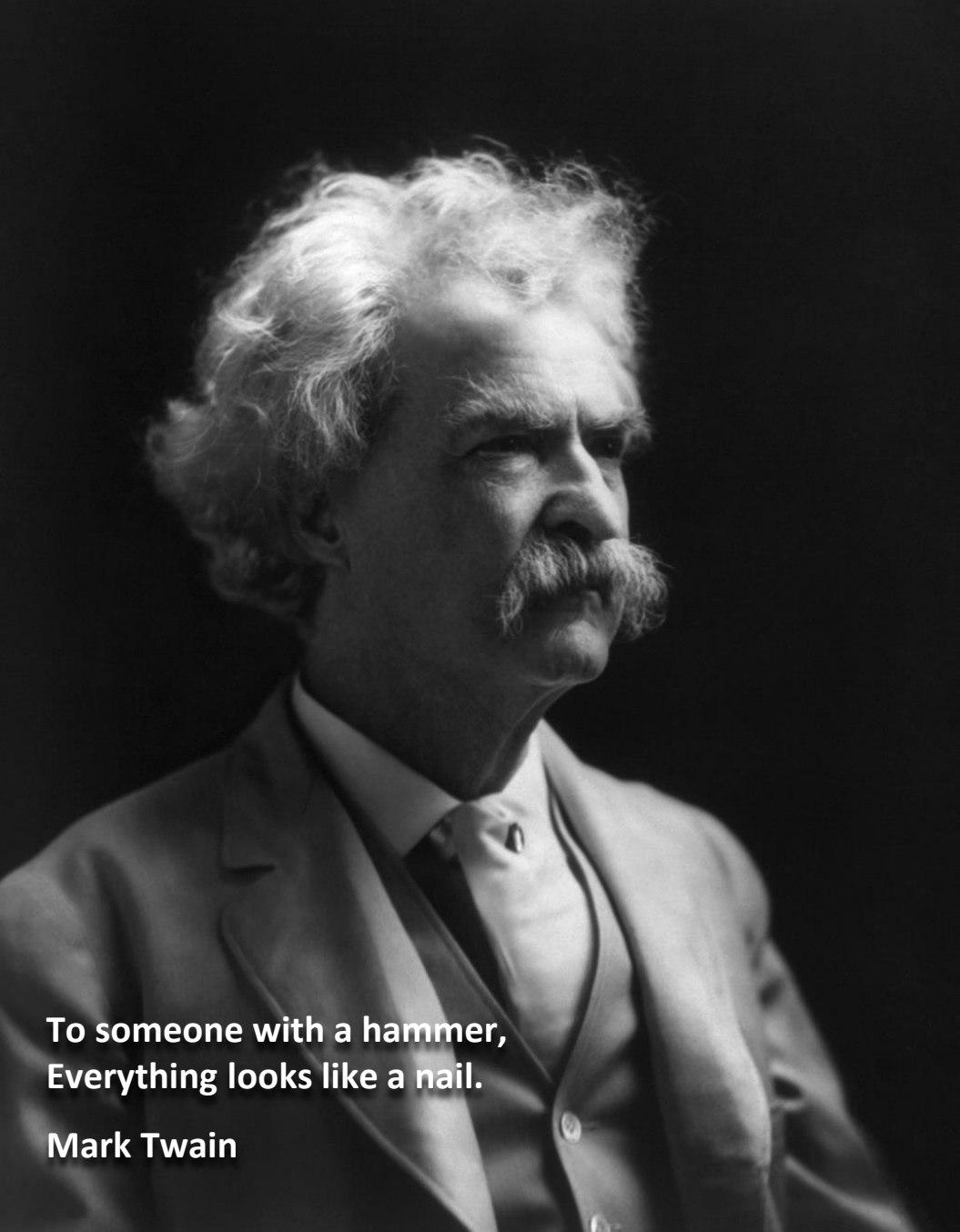
### Explorers



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



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

Mark Twain

# 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**

# What is **CA+**

CA+ is our premier creative services offering:

- Live Action Video Production
- Photography Production
- Game Capture: Unity / Unreal Engines
- Full Post-Production Services
- 3D Computer Animation
- Branding
- ASO Icons, Screenshots, Videos





# How CA+ Works with You

CA+ partner with you to identify your competitive landscape, develop strategic creative, and buy media 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





## CREATIVE STUDIO PRICING

Pick # of videos you want	10 Vids	10/Mth
Pick deliver timeline	2 Mths	6 Mths
Pick # of apps to work on	1	1

## SIMPLE EDITING:

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
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## ADVANCED EDITING & CHARACTER ANIMATION:

Services: All Simple Video Editing Plus 2D Animation & Character Rigging, New Asset Creation, Illustrations & Character Design	\$5,000	\$3,750
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## Pricing details

## A La Carte Pricing

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

		2 Mths	6 Mths
Video: Iterations <b>(Simple)</b>	Concept Variation, New Footage / Elements	\$1000	\$875
Video: Iterations <b>(Advanced)</b>	Concept Variation, New Footage / Elements	\$2500	\$2188
Video: Modifications	Re-size, Header Designs, Music	\$500	\$250
Video: Simple Change	Localizations, CTAs, End/Start Card Text Changes	\$150	\$75
Game Capture	Unity/Unreal Engine: 10 mins capture (\$500/video)	\$5000	\$5000
Project Files	Purchase Per Concept: After Effects, Photoshop	\$2500	\$2500
Creative Brief Service	Strategy, Brief, Links to Assets, No editing	\$800	\$800
Collaborative Creative (Mini Briefs)	Monthly Strategic Creative Plan, Mini Briefs, Concept Hypothesis	\$1200	\$1200
Beat Boards	1-5 basic story beats per title per new concept	\$3000	\$2250
UGC Videos	UGC \$500/video, extra fees for influencers & celebs	\$500	\$500
Image: Concept		\$500	\$500
Image: Version/Resize		\$200	\$200
Image Carousel frame		\$150	\$150



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

If CA+ goes over budget, we pay. If we come in under budget, you get that amount credited off your next month's production.

At the end of every shoot (within 21 business days) CA+ will provide clients with a detailed accounting statement, timecards, receipt copies, etc. to confirm the spend.

Each project will be bid out individually upon request.



# Pricing: Managed Services

## Fully Managed

- Unlimited Monthly Spend
- 90-Day Agreement
- All Inclusive Creative, min 7 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*

Media Spend Budget		3 Month	1 Year
		\$15K/mth Min	\$30K/mth Min
Low	High	% Fee	% Fee
-	\$500,000	15.0%	12.0%
\$500,001	\$750,000	13.5%	10.5%
\$750,001	\$1,000,000	12.0%	9.0%
\$1,000,001	\$1,500,000	10.5%	8.0%
\$1,500,001	\$2,500,000	9.0%	7.0%
>\$2,500,000	-	7.5%	6.0%



# 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, completed
- Video drafts provided for review/comment
- If platforms/MMPs are connected, we evaluate performance
- A La Carte Services: Mini Briefs, Beat Boards, etc. *(extra fees apply)*
- \$5K, flat-rate media buying for creative testing

## Team & Communication

- Dedicated UA Manager or Creative Strategist
- UA: Bi-weekly calls fully documented

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

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



# How We Help?

## Outcome-Focused Creative Journey With Hollywood Storytelling, Data-Driven Strategy & Media Buying

- We See Broadly Across Social Platforms With Over \$150m In Monthly Ad Spend Managed
- Creative Journeys To Stay Ahead Of Creative Fatigue
- Fully Transparent Communication
- Best Practices And Strategies Shared
- CA+ Assets: Live Action, Post, 3D, Gameplay capture, etc.
- 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



# Appendix

## Industry Leader With Upside Tied to Market Growth and Diversification

### Best In Class Details

#### 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

#### 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

#### 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

#### 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

### Key Differentiators

**Experts in Social and Mobile App Marketing**

**Integrated User Acquisition and Creative Studio**

**Hollywood-Level Creative Studio  
Focused On Business Outcomes**

**Proprietary Technology Powering  
Creative Optimization and Workflow**



# 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





**Password:**  
**CA+@4Y0u**



# Sample Mini Brief

## Mini Brief 1

Client - App - Brief Title (Ex: “Booster Reward”)

### ■ Specs:

Sizes: 9:16 Portrait

Length: 0:15 Seconds

### ■ Brief Description:

HAND/FINGER selects a BOOSTER REWARD which is then used in GAMEPLAY.

### ■ Creative Reference:

Creative reference link here.

### ■ Beat list:

- Open on a grid of TREASURE CHESTS.
- Ad copy: “Choose your reward”
- HAND/FINGER select the middle chest revealing BOOSTER.
- GAMEPLAY quickly finishes on a BIG WIN.
- Transition to END CARD. Logo and CTA “PLAY NOW”



# Number of Creatives Suggested / Month



# of Creatives/Month	
Media Spend	Videos
\$50,000	2
\$75,000	2
\$100,000	5
\$200,000	7
\$300,000	15
\$400,000	20
\$500,000	22
\$750,000	29
\$1,000,000	34
\$1,500,000	44
\$2,000,000	49

- **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



# 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.

FACEBOOK  
CREATIVE TESTING:

**WHY DOES  
THE CONTROL  
ALWAYS WIN?**

 CONSUMER  
ACQUISITION



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



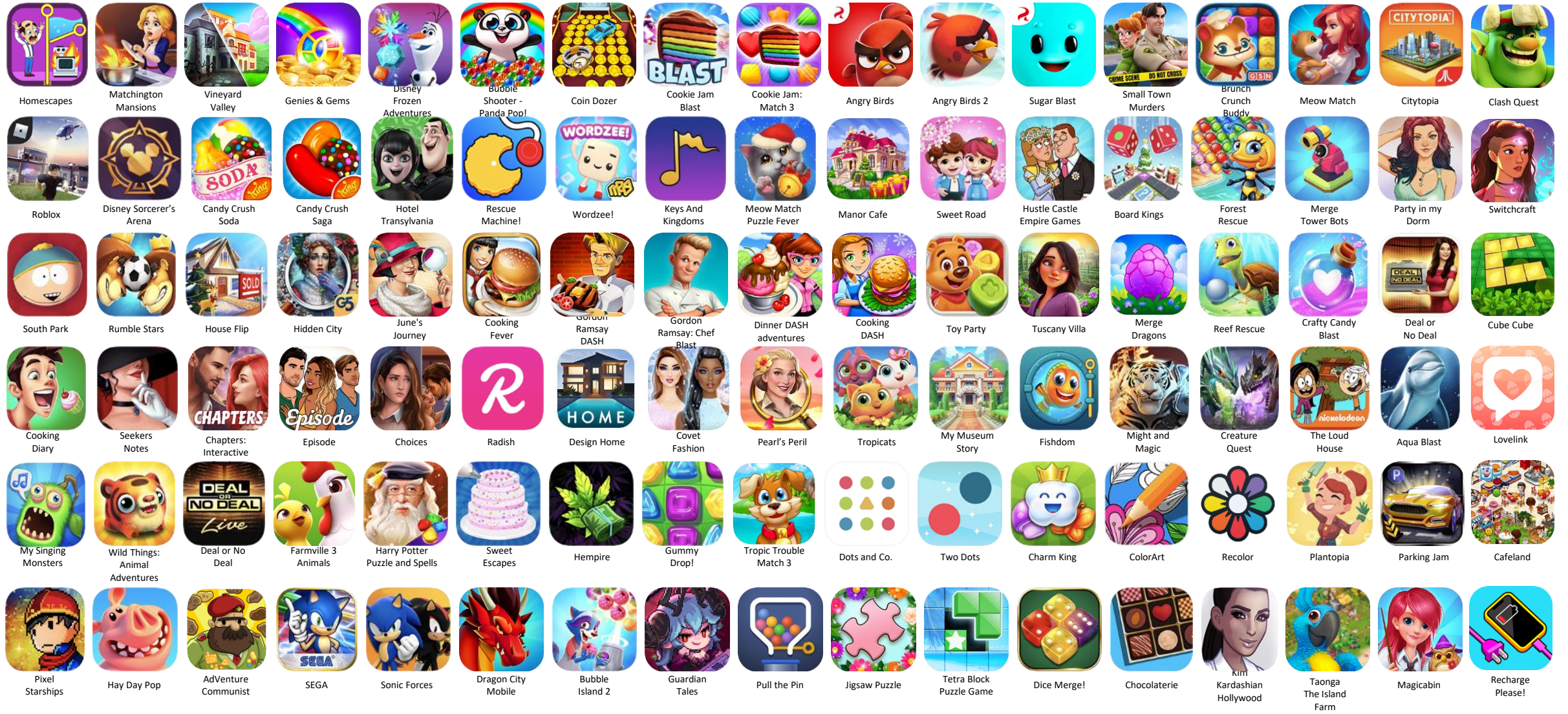
Video Required

**9:16**

Vertical  
1080 x 1920



# Casual Game Clients

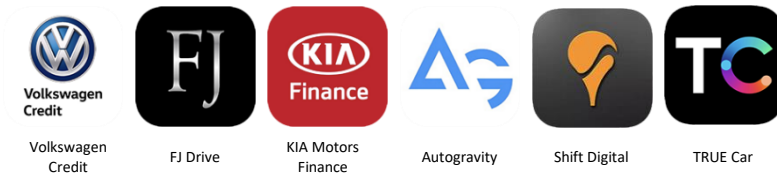




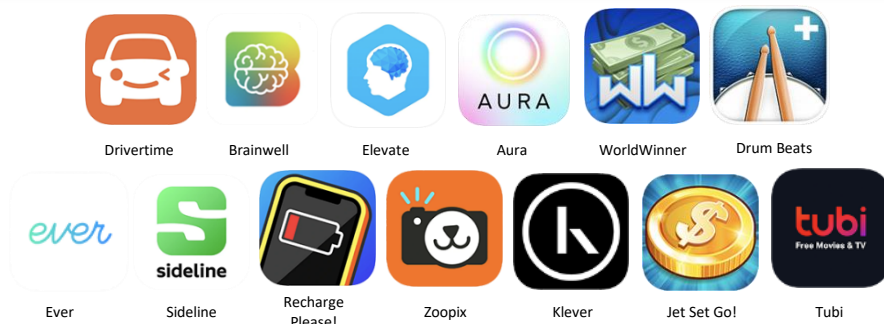
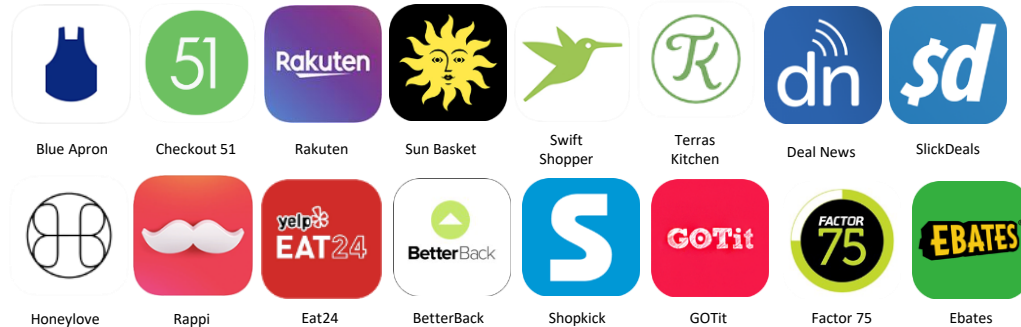
# Card / Sports / RMG / HyperCasual / Mid-Hard Core



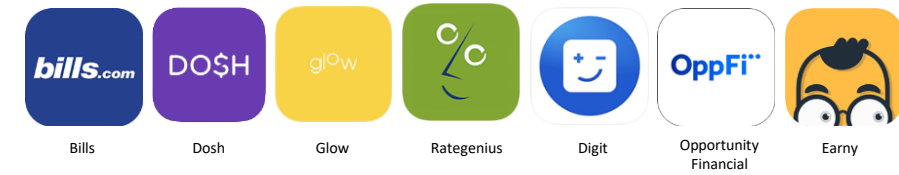
## Automotive



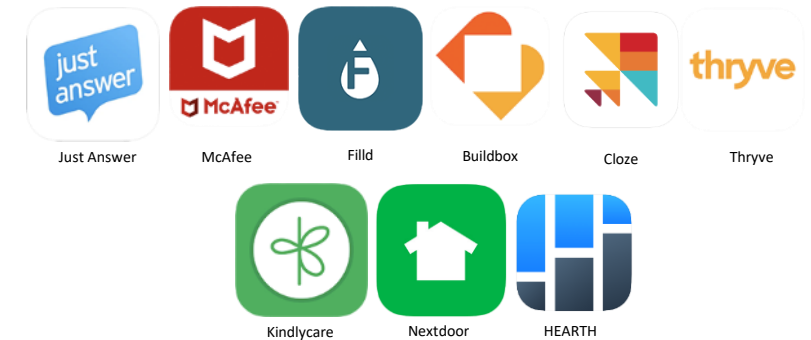
## Ecommerce



## FinTech



## Lead Gen



## Sweepstakes / Rewards





# Gaming Case Study



**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

# Ecommerce Case Study

## Sun Basket +447% Subscribers Growth



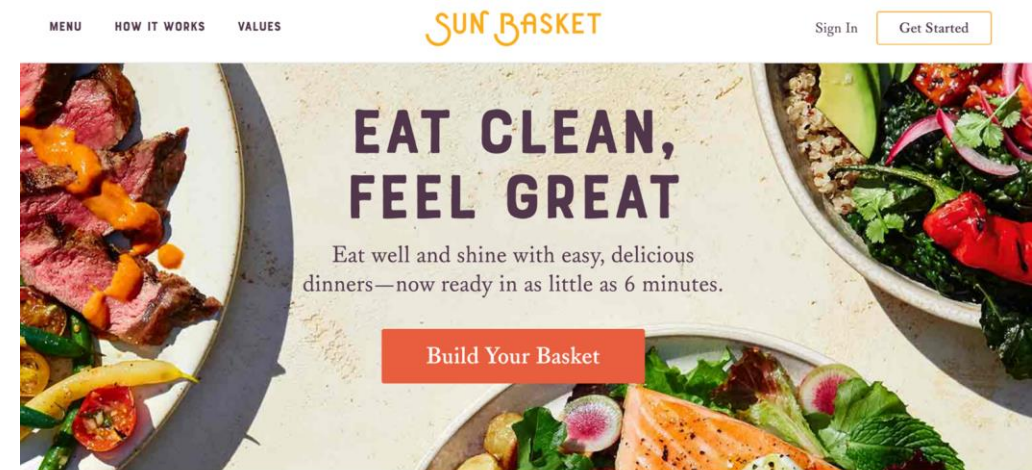
**Sun Basket** is a healthy meal delivery service offering fresh, ingredients and easy recipes delivered to your door weekly. The company has raised \$143M to date

### Results

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

### Work

- Produced hundreds of creatives: +425 Instagram images, +360 Facebook images and +145 videos
- Drove mobile app installs and landing page optimization resulting in -30% reduction in CAC



#### REAL FOOD, UNREAL FLAVOR

Chef-crafted, dietitian-approved meals. Rated #1 by Epicurious.



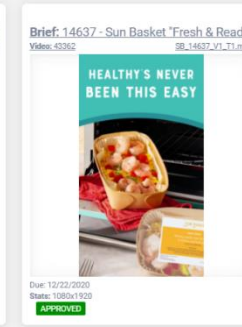
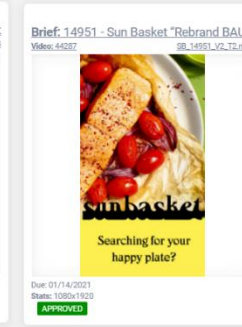
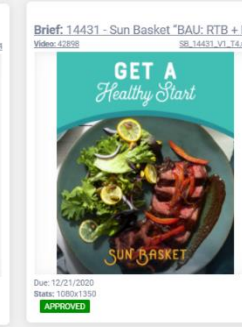
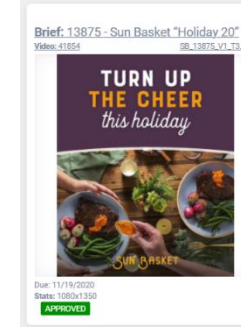
#### PREMIUM QUALITY

Enjoy organic produce and clean ingredients. Proud certified organic handler.



#### CONVENIENT MEAL DELIVERY

New Fresh & Ready healthy meals delivered to your door and ready in minutes.\*\*



"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

# Ecommerce Case Study

## HoneyLove Increases ROAS by 350%



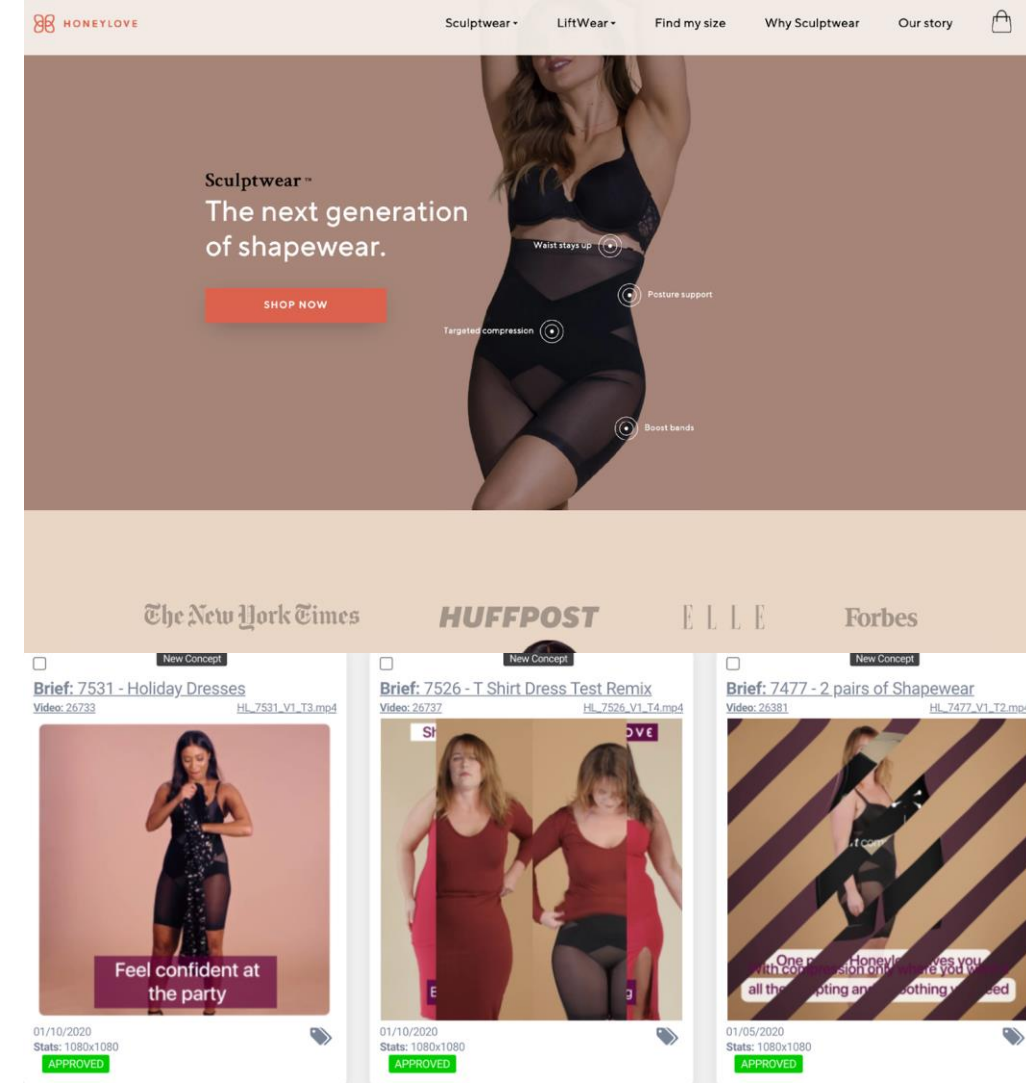
**Honeylove** is a fashion startup focused on female shapewear. Following a successful public launch in 2018, Honeylove is a fast-growing and profitable brand. The company has raised \$3M in funding.

### Results

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

### Work

- Managed profitable customer acquisition
- Produced website 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

# Health Care Case Study

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

**ahead**

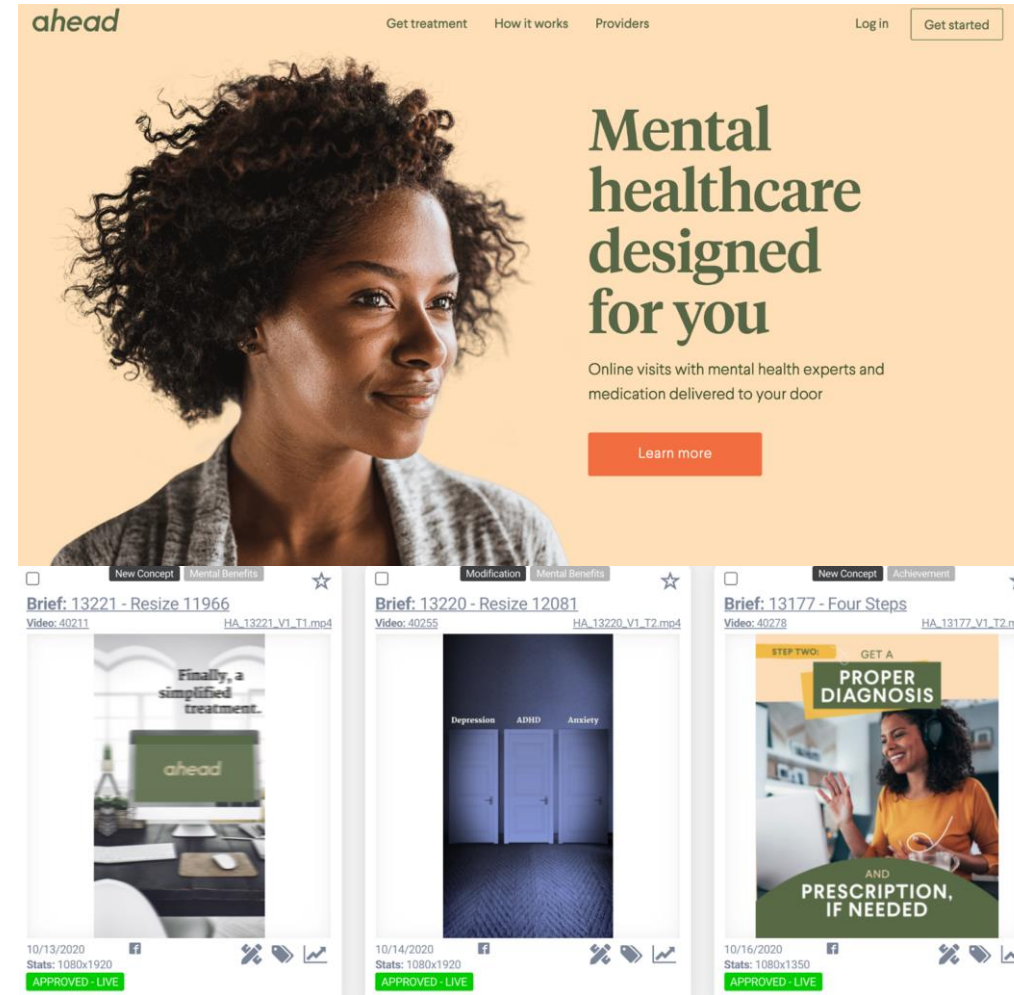
Ahead is a modernized mental healthcare platform, in the service of everyone. We're removing a lot of barriers found in the mental healthcare industry by streamlining the process, elevating it to the digital age, and making prescription refills and deliveries effortless. They have raised \$9M.

### Results

- +600% Facebook spend Q1 to Q3 2020
- Q3 CPA 16.4% below target
- -21% CPA over engagement

### Work

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





# FinTech Case Study

## 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

- +12 Facebook spend Q1 to Q3 2020
- -15% Cost per MQL vs target
- -24% monthly CPA

### Work

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

Hearth

(512) 686-4141 Financing Learn Contractors We're Hiring! Member Login

### Stop letting deals slip through your fingers

Close more sales with easy, affordable financing options for your customers

Get more information

Not every customer has the cash up-front.

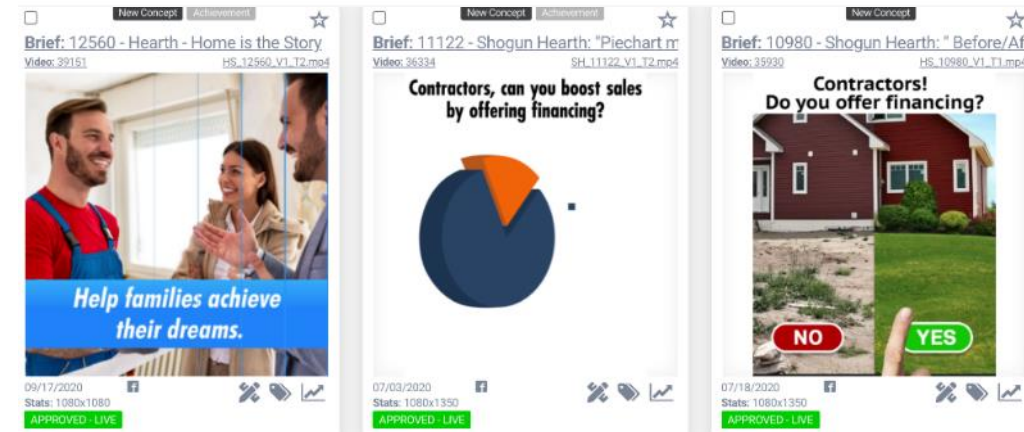
With Hearth, you get paid now and your customer pays over time.

It's a win-win, every time.

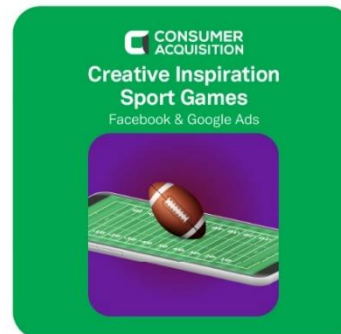
\$12,500

\$248 / mo.

\$248 monthly payment is based on a loan principal of \$12,500 over 60 months at an APR of 6.99%.



# Whitepapers- [Click To Download](#)







Where Creativity Meets Performance

Thank you!



[Sales@ConsumerAcquisition.com](mailto:Sales@ConsumerAcquisition.com)