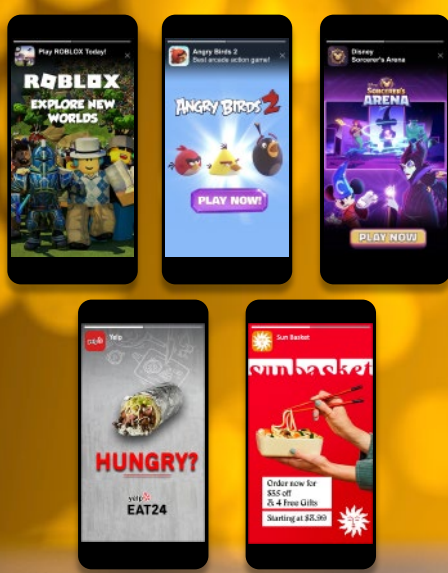


OVERVIEW

- **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 nancial performance.
- **We Will:** Provide creative journeys to help stay ahead of creative fatigue and help maintain financial performance.

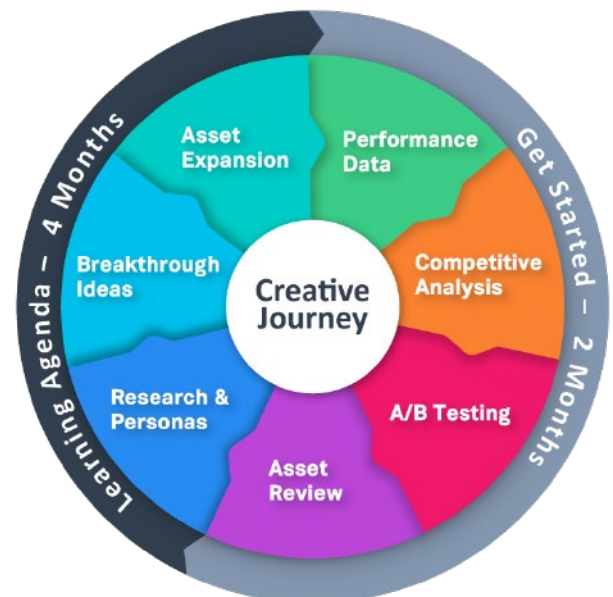


CREATIVE STUDIO BENEFITS

- \$150m in monthly ad spend managed, we see creative trends broadly across Facebook, Google, TikTok, Snap & Apple Search Ads.
 - Supercharge creative performance with bespoke, thumb-stopping videos from our Hollywood storytellers.
 - Unique Creative Journey to help stay ahead of ad fatigue, and establish a process to receive a steady stream of fresh creative ideas and assets.
 - CA+ Premium Creative asset creation including: Live-Action, Video Production, Photography, Production, Full Post-Production Services, 3D-Computer Animation, Gameplay Capture (Unity & Unreal Engine), Branding, AppStore Icon & Video Design and A/B Testing, Illustration Asset Creation.
- Free Competitive Ads: See over 3.5 million videos from competitors and discover which creatives drive performance.

CREATIVE OPTIMIZATION PROCESS

- **Creative journey** is a 6-month effort to craft a custom learning agenda to help 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
- **Creative Audit:** Review creative, what works, fails and why.
- **Competitor Audit:** Identify creative trends.
- **Asset Review:** Depth, Limitations, Brand Guidelines.
- **Player Profiles:** Align creative with user motivations.
- **Breakthrough Ideas:** Original Storytelling, Fresh Concepts.
- **AdRules:** Creative reviews, approvals, 1-click uploads to Facebook, Google, 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 the number of videos you want (up to 30 seconds)	10 (total)	10/mth
Pick the amount of time you would like to work together	2 Month	6 Month
Pick the number of apps you would like us to work on	1	1

SIMPLE EDITING

Services: Using only client provided assets and/or Shutterstock stock images/videos, Motion Graphics, 2D FX, Basic Photoshop Clean Up, Plugin Effects, Text Animations, 2D/3D Character Pre-Rendered on Transparent Backgrounds, Music & Sound Efx

\$2,000

\$1,750

ADVANCED EDITING & ANIMATION

Services: Simple Editing and 2D Character Animation, Character Rigging & Animation, Simple New Asset Creation, basic Illustrations & Basic Character Design.

\$5,000

\$4,375

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 (Simple Editing)	\$1000	\$875
Video: Iterations (Advanced)	Concept Variation, New Footage/Elements (Advanced Editing)	\$2,500	\$2,188
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)	\$5,000	\$5,000
Project Files	Purchase Per Concept: After Effects, Photoshop	\$2,500	\$2,500
Creative Brief Service	Strategy, Brief, Links to Assets, No editing	\$800	\$800
Collaborative Creative (Mini Briefs)	Monthly Strategic Creative Plan, Mini Briefs (review/reject 50%), Concept Hypothesis (optionl be-weekly calls/planning sessions)	\$1,200	\$1,200
Beat Boards	1-5 basic story beats per title per new concept	\$3,000	\$2,250
UGC Videos	UGC actors cost \$500 per video for up to 0:60, incremental fees may apply for influencers / celebrities. \$500 Per increment 0:60	\$500	\$500
Illustrations	Illustrations/Character/Background Design (150/hour)	custom	custom
ASO	Icon (\$750), Screenshots (\$750), Videos (\$2,000)	custom	custom
Image: Concept		\$500	\$500
Image: Version/Resize		\$200	\$200
Image Carousel frame		\$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



Jam City

Aron Lusen • Creative Director UA Marketing

"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!"



Sun Basket

Adam Zbar • CEO

"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."



Glu Mobile

Dasha Chipchay • User Acquisition Manager

"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!"



Meow Match

Brent Orford • EVP, Marketing, Ember Entertainment

"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."



GSN

Thomas Kular • User Acquisition Analyst

"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."



Autogravity

Serge Vartanov • Chief Marketing Officer

"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."



Honeylove

Betsie Larkin • Founder and CEO

"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!"



Checkout 51

Noa Godfrey • Founder

"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."



Sales@ConsumerAcquisition.com

CREATIVE DRIVEN BY PERFORMANCE