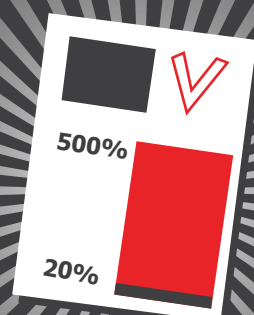


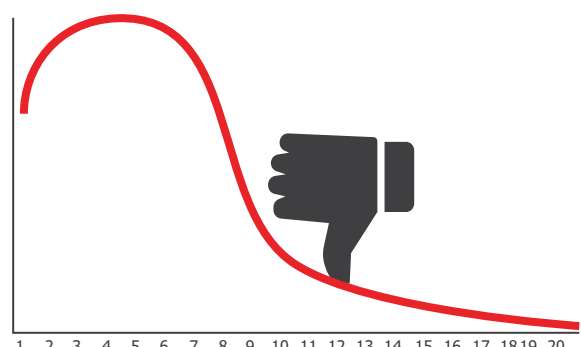
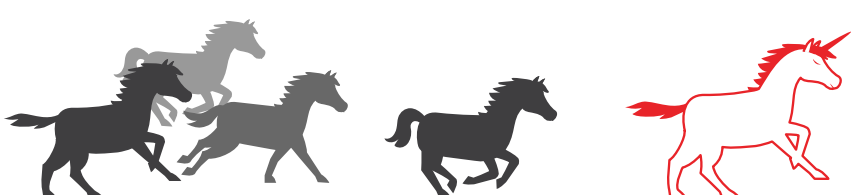
LIFE OF A FACEBOOK AD

**Apple killed the IDFA.
Facebook and Google fully automated media buying.**

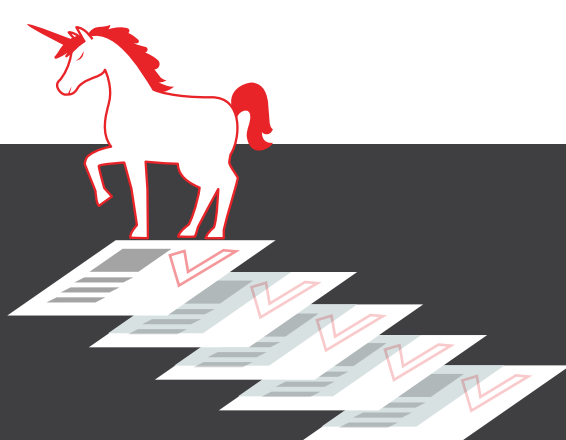
CREATIVE IS KING AND IS THE PRIMARY DRIVER FOR MOBILE APP PROFITABILITY.



85-95% of new creative concepts fail to outperform the best video in a portfolio.

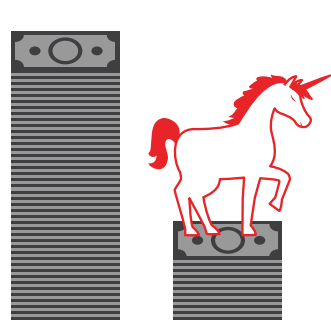


Creative fatigue quickly sets in on Facebook. Unicorn ads last only about 10 weeks.

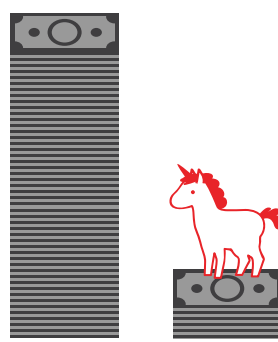


Finding a new Unicorn takes 20-50 new original concepts.

Unicorn ads can eat up to 20% of total media spend.



Baby Unicorns (moderate winners) can get up to 10-15% of total media spend.



Losing ads fail if they don't exit the testing phase and die by week 2, spend drops to <50% of Week 1.

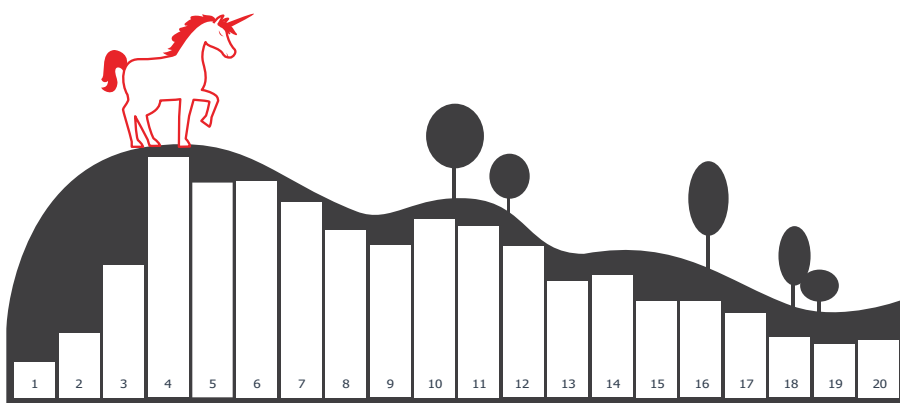


Moderate winners fail if they don't exit testing and die between Week 4-6.



Accounts with <\$500k monthly spend take 2-3 weeks for Unicorn ads to reach their maximum scale.

Unicorn ads in these accounts can eat 5-10% of total media spend, and fatigue by Week 10.



Large spending accounts with spend > \$1m/month, a Unicorn ad can eat up to 20% of the total media spend.

Creative fatigues after 14 weeks on average.

Reactivated old Unicorn ads only achieve 50-60% of the original spend budget.

Rest old Unicorn ads for 8 weeks, then launch as a fresh ad.



Pausing and unpausing ads won't allow you to scale these ads again.



ABOUT US

Consumer Acquisition is a technology-enabled marketing services company that's managed more than \$3b in creative and social ad spend for the world's largest mobile games, apps and performance advertisers.

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