

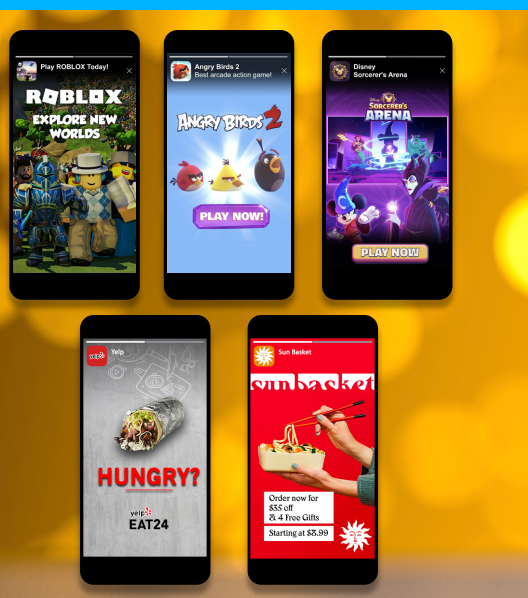
ABOUT US

Consumer Acquisition is a technology-enabled marketing services company and creative studio that provides clients with proven solutions for profitable mobile app user acquisition.

Mobile app marketers and web-based performance advertisers come to us for end-to-end, outcome-oriented creative storytelling, integrated user acquisition, and creative optimization. Our proprietary technology enables our entire global team to make creative and media buying decisions based on a client's financial performance, helping them achieve and sustain profitable mobile app user acquisition.

Founded in 2013, Consumer Acquisition has managed over \$3.5 billion in creative and social ad spend for the world's largest mobile apps and performance advertisers including Disney, Zynga, Rovio, Nickelodeon, Yelp, Sun Basket, NBA, MLB, Roblox, Glu Mobile, Jam City, and many others.

[Watch our 1-Minute Creative Studio Highlight Reel here.](#)



CREATIVE STUDIO BENEFITS

- Get the creative expertise that comes from our managing \$150m in monthly ad spend across Facebook, Google, TikTok, Snap & Apple Search Ads
- Boost your creative performance with bespoke, thumb-stopping videos from our Hollywood storytellers.
- Stay ahead of ad fatigue with our Ad Concept Model, a proven process to generate fresh, relevant creative concepts and assets
- Streamline real-time analysis and workflow through our AdRules tech platform with Slack integration.
- Access a creative research library of 3.5 million videos to view top ad creative by app, company, and ad network

HOW WE WORK TOGETHER

Our proprietary Ad Concept Model systematizes creative development and UA targeting so our clients get reliable top-performing creative in the most cost-efficient and scalable way.

Every app category or game genre can leverage a unique combination of distinct emotional triggers and creative trends to attract users.

1. We analyze competitor and creative trends to build on what's working
2. We collaborate to identify user motivations and target personas
3. We create concepts at the intersection of trends and motivations
4. We test to learn what works and document our process
5. We optimize to do more of what works and iterate

Excitement	Social Connection	Expertise	Success	Escape	Creation
Action Fast-paced Surprise weapons Explosives/effects MOBA MMORPG	Play with friends Compete with friends Make new friends Chat Form allies/teams	Strategize Think ahead Make decisions Conquer difficult levels Side quest	Be the Lord/King/Boos Get collectibles Complete missions Powerful characters Powerful equipment	Live your fantasy Be the characters Be in the Story Extend big pots Non-Player-Character	Design avatars Customization Exploration Tinker Experiment
DISCOVERY, WAR/FIGHT, LEADERBOARD, EVENTS	COMMUNITY, CLAN, PVP	ADVANCED BATTLE, FORMATIONS, MULTIPLE COMBOS, SCENARIOS	CLEARING STAGES, LEVELING UP, WINNING	IMMERSION, ESCAPING, FPS	AVATARS, CUSTOMIZATION, EXPERIMENT



FLEXIBLE PRICING

CREATIVE STUDIO PRICING	STARTER	STANDARD	PRO
Term in Months	3	3	6
Min # of Video Concepts Over Term	10	30	60
Goals To Find Winners. Takes 20-30 Videos Concepts To Find A Winner	Establish Baseline	~1-2 Winning Ads	~2-3 Winning Ads
Cost Per Concept: Simple Animation	\$2,000	\$1,850	\$1,750
Cost Per Concept: Advanced Animation	\$5,000	\$4,625	\$4,500
Min Term Cost (all Simple Videos)	\$20,000	\$55,500	\$105,000
Min Term Cost (all Advanced Videos)	\$50,000	\$138,750	\$270,000
Free Shutterstock	✓	✓	✓
Free Storyblocks Music & SFX	✓	✓	✓
Simple Illustration	✓	✓	✓
2 Revisions Per Concept	✓	✓	✓
Ad Concept Model		✓	✓
IP & Branding Compliance		✓	✓
Baby Briefs		✓	✓
UGC (User Generated Content)		✓	✓
Account Manager		✓	✓
Check In Calls		Bi-Weekly	Weekly
FREE Resizes (Square 1:1, Landscape 16:9, Vertical 9:16)		✓	✓
FREE 2 UGC Videos			✓
FREE 12 Localizations			✓
FREE 2 Project Files			✓
FREE A/B Testing By Our UA Team			✓
UA Consultation & Audit			✓
Quarterly Business Review			✓

CREATIVE STUDIO A La Carte Pricing	STARTER	STANDARD	PRO
Video: Iterations (Simple)	\$1,000	\$925	\$875
Video: Iterations (Advanced)	\$2,500	\$2,313	\$2,188
Video: Resize, Header / Music	\$500	\$275	\$250
Video: Localizations, CTA, End Cards	\$150	\$75	\$75
Game Capture	\$5,000	\$5,000	\$5,000
Project Files	\$2,500	\$2,500	\$2,500
Mini Briefs (price per 10)	\$1,500	\$2,000	\$1,750
A/B Testing By Our UA Team	\$5,000	\$5,000	FREE
Image: (4 Images = 1 Simple Video)	\$500	\$500	\$500
Image: Version / Resize	\$200	\$200	\$200
Image: Carousel Frame	\$150	\$150	\$150
Beat Boards	\$3,000	2,500	\$2,500
Illustrations	custom	custom	custom
ASO	custom	custom	custom
CA+: Live Action, 3D Animation, Post Production, Trailers, Storyboards, New Asset Creation, Character Design	custom	custom	custom

User Generated Videos Pricing	STARTER	STANDARD	PRO
Price	\$150	\$350	\$1,500
Actor(s) Non Union	1 Actor	1 Actor	1 Actor
Actor's Actions	Basic actions with no dialogue or acting. Actor's face not shown.	Simple acting as a monologue.	More advanced acting or actions beyond talking to a camera.
Video Example	Writing on a piece of paper or post it notes. Throwing money into a garbage can. Films a POV of opening a fridge.	A monologue about a product or service. Reacting to game footage or pretending to play.	Outfit changes. Regular everyday skills (applying makeup, cooking, etc.). One person plays more than one character. Basic location changes.
2 Rounds Of Feedback	✓	✓	✓
Actor's Gender & Age Range	✓	✓	✓
One Reshoot (Not For Talent or Script)			✓
Select Props			✓
Client Participates in Script			✓
Fee Per Extra Actor			\$500
Casting Call (Select Non-Union Actors) Specify actor's age range, ethnicity, language, clothes, accents.			\$2,500

ADDITIONAL SERVICES

CA+ Creative Studio

- 2D/3D CGI
- Live action video production
- Photography production
- Unity/Unreal game capture
- Full post-production services
- App Store icon/video design with testing
- Trailers / Commercials

Managed User Acquisition Services

- User Acquisition For Facebook, Google, TikTok, Snap and Apple Search Ads
- Expertise and insights from \$150m in monthly ad spend
- Robust mobile app industry benchmarks
- AdRules platform for efficient analysis, workflow, creative reviews and approvals

Creative Analytics

- Access to creative research library of 3.5 million competitive videos
- View top creative by app, company and ad network
- Share of voice across networks
- Compare top-performing competitor creatives side-by-side

SERVICES THROUGH BRAINLABS

Paid Search

- Delivering a personalized user experience across Google Ads,
- Microsoft Ads, and Amazon Ads
- Audiences large enough for statistically relevant data insights and meaningful optimizations
- Granular enough to deliver the most relevant messaging

Programmatic

- Data-led approach, testing everything from audience to creatives and placements
- Granular reporting and bespoke programmatic analysis
- First-party data
- Latest formats in audio, CTV, and DOOH

SEO

- Develop technically sound websites, content that speaks to your audience, and robust brand signals with a science-driven consultative approach to SEO

CONTACT US AT SALES@CONSUMERACQUISITION.COM TO DISCUSS YOUR MARKETING GOALS

HERE'S WHAT OUR CLIENTS ARE SAYING



Wooga

Consumer Acquisition was able to provide us with fresh, breakthrough ad creative that performed to meet different goals, from installs at scale to targeting high-value players. We were truly impressed by how Consumer Acquisition took our 2D assets and brought them to life. Consumer Acquisition's commitment to creative research and rigorous creative testing was evident in the excellent results.

– **Nathalie Wood** | Marketing Manager at Wooga



ROVIO

It was great to work with Consumer Acquisition and their new talented live action & CGI team. The production pipeline was handled with care and respect by CA – from the early steps of pre-production to the final delivery. These guys knew our product so well beforehand that approval rounds were even smoother than expected. Production of Angry Birds “No!” commercial excelled and I can recommend them for similar use cases with pleasure.

– **Marko Pohjosmaki** | Producer at Rovio Entertainment Corp

PROVEN RESULTS ACROSS INDUSTRIES



SUBSCRIPTION
Sun Basket

+447%
subscribers

+546%
customers

-42%
CAC



GAMING
Glu

+25%
ROAS

+279%
installs

-60%
CPI



ECOMMERCE
HoneyLove

+350%
ROAS

100%
sales

100%
sellout



FINTECH
Hearth

+19%
lead value

+15%
leads

-9%
lead cost



HEALTHCARE
Ahead

+189%
leads

+600%
FB scale

-21%
CPA