

**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.

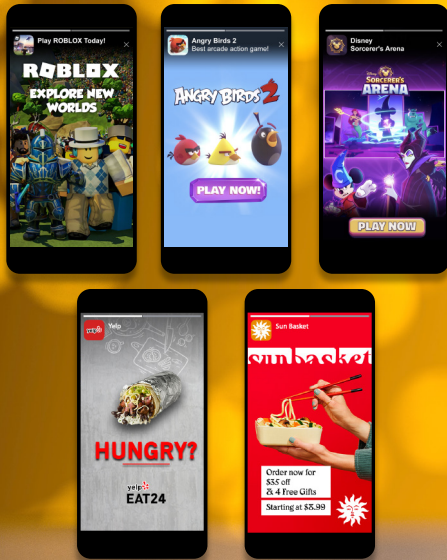
Founded in 2013, Consumer Acquisition has managed over \$3.5 billion in creative and social ad spend for the world's largest mobile apps and performance advertisers including Disney, Zynga, Rovio, Nickelodeon, Yelp, Sun Basket, NBA, MLB, Roblox, Glu Mobile, Jam City, and many others.

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



**MANAGED SERVICES BENEFITS**

- Managing \$150m in monthly ad spend provides us a broad view into creative and UA trends across Facebook, Google, TikTok, Snap, and Apple Search Ads and allows us to cost-effectively benchmark and improve financial performance.
- We partner with internal teams to streamline KPI communication, providing access to our competitive creative library of 3.5 million videos and robust benchmarking to ensure clients benefit from our visibility and differentiated methodology.
- Our creative and user acquisition teams work together closely to efficiently align creative development with UA goals using our proprietary Ad Concept Model, a proven process to generate fresh, relevant creative assets for efficient testing.
- Our AdRules platform provides real-time dashboards for media buying and ad creative, with in-depth testing results to quickly adjust and maximize performance.



**PRICING**

**Fully Managed User Acquisition Services**

- Unlimited Monthly Spend
- 90-Day Minimum Term
- All-Inclusive Creative
  - Minimum of 7 videos for use where we are buying media
- Fees: 15% or \$15,000/month (*greater of*)
- Discounts for Yearly Deals

Media Spend	3 months	12 Months
Up to \$500,000	15.0% Fee	12% Fee
\$500,001 to \$750,000	13.5%	10.5%
\$751,001 to \$1,000,000	12.0%	9.0%
\$1,000,001 to \$1,500,000	10.5%	8.0%
\$1,500,001 to \$2,500,000	9.9%	7.0%
\$2,500,001+	7.5%	6.0%

## ONE-TIME PROJECTS & A LA CARTE PRICING

	Starter Package	Standard Package	Pro Package
<b>Modifications (Volume Discount)</b> Resizing, header designs, music	\$500 per video for 1-4 videos \$450 per video for 5-10 \$405 per video for 11-20 \$365 for 21+	\$400 per video for 1-4 videos \$360 per video for 5-10 \$ 324 per video for 11-20 \$292 for 21+	\$250 per video for 1-4 videos \$225 per video for 5-10 \$203 per video for 11-20 \$182 for 21+
<b>Video: Iterations (Primary Editing)</b> Concept Variation, New Footage / Elements	\$1000	\$925	\$875
<b>Video: Iterations (Advanced Editing)</b> Concept Variation, New Footage / Elements	\$2500	\$2313	\$2188
<b>Video: Modifications</b> Re-size, Header Designs, Music	\$500	\$275	\$250
<b>Video: Simple Change</b> Localizations, CTAs, End/Start Card Text Changes	\$150	\$75	\$75
<b>Game Capture</b> Unity/Unreal Engine: 10 mins capture	\$5000	\$5000	\$5000
<b>Project Files</b> Purchase Per Concept: After Effects, Photoshop	\$2500	\$2500	\$2500
<b>Creative Brief Service</b> Strategy, Brief, Links to Assets, no editing	\$800	\$800	\$800
<b>Collaborative Creative (Mini Briefs)</b> Monthly Strategic Creative Plan, Mini Briefs (review/reject 50%), Concept Hypothesis (optional bi-weekly planning sessions)	\$1200	\$1200	\$1200
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<b>Beat Boards</b> 1-5 basic story beats per title per new concept	\$3000	\$2250	\$2250
<b>UGC Basic Video</b> One actor, no reshoots, corrections for errors only. Basic action, no speaking.	\$100	\$100	\$100
<b>UGC Simple Video</b> Includes concept and execution. One actor, no reshoots, corrections for errors only.	\$500 + \$500 fee per actor	\$500 + \$500 fee per actor	\$500 + \$500 fee per actor
<b>UGC Client Participates (1 actor)</b> Includes concept and execution. One actor. 3 free mini-briefs, select one. 1 free reshoot, 2 free corrections for errors only (unrelated to shoot/ talent).	\$2500 + \$500 fee per extra actor + \$1250 for an additional reshoot	\$2500 + \$500 fee per extra actor + \$1250 for an additional reshoot	\$2500 + \$500 fee per extra actor + \$1250 for an additional reshoot

<b>UGC Client Participates (2+ actors)</b> Includes concept and execution. Select from our pool of actors. Can specify clothes, script & props. 3 free mini-briefs, select 1 final. 1 free reshoot, 2 free corrections for errors only (unrelated to shoot/ talent)	\$5000 + \$2500 for an additional reshoot	\$5000 + \$2500 for an additional reshoot	\$5000 + \$2500 for an additional reshoot
<b>UGC Client Participates (Casting call)</b> Select talent attributes like age, gender, ethnicity, language, accent, etc.	\$5000 + Additional fees for influencers and celebrities	\$5000 + Additional fees for influencers and celebrities	\$5000 + Additional fees for influencers and celebrities
<b>Illustrations</b> Illustrations / Character / Background Design	\$150/hour	\$150/hour	\$150/hour
<b>ASO</b>	Icon: \$750 Screenshots: \$750 Video: \$2000	Icon: \$750 Screenshots: \$750 Video: \$2000	Icon: \$750 Screenshots: \$750 Video: \$2000
<b>Image: Concept</b>	\$500	\$500	\$500
<b>Image: Version/Resize</b>	\$200	\$200	\$500
<b>Image Carousel frame</b>	\$150	\$150	\$150

## 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 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

## 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