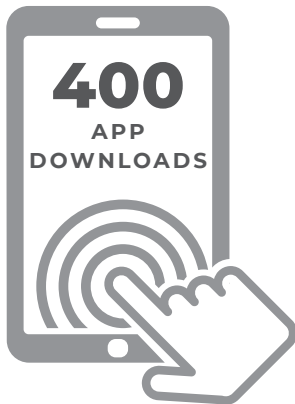


Total App Downloads Outpace Goal

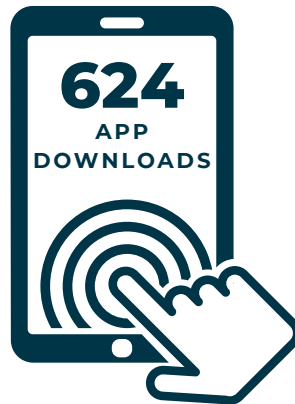
SMART STRATEGIES AND SWIFT OPTIMIZATION CREATE ENGAGEMENT BEYOND EXPECTATIONS

Premium App with a One Time Investment of \$12.99

GOAL
in one month



RESULTS
in one month



Strategy and Capabilities

- Google Universal App Ads
- Paid Search
- Email Blast
- Facebook Ads
- Website Traffic
- App Store Search

Facebook Advertising Results in One Month

+194% iOS Apps sold from Facebook

334 App Downloads from Social

+370% Apps sold from Instagram

2.2 ROI

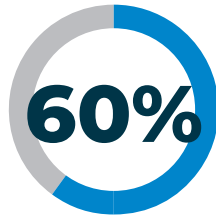


IOS App Analytics: 2 Month Results



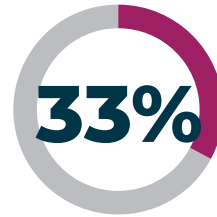
APP STORE BROWSER

Customers viewed app or tapped to download it for the first time while browsing the App Store.



APP STORE SEARCH

Customers viewed app or tapped to download it for the first time from Search on the App Store.



APP REFERRER

Customers tapped a link in an app that brought them to the App Store product page.



WEB REFERRER

Customers tapped a link from a website that brought them to the App Store product page.

