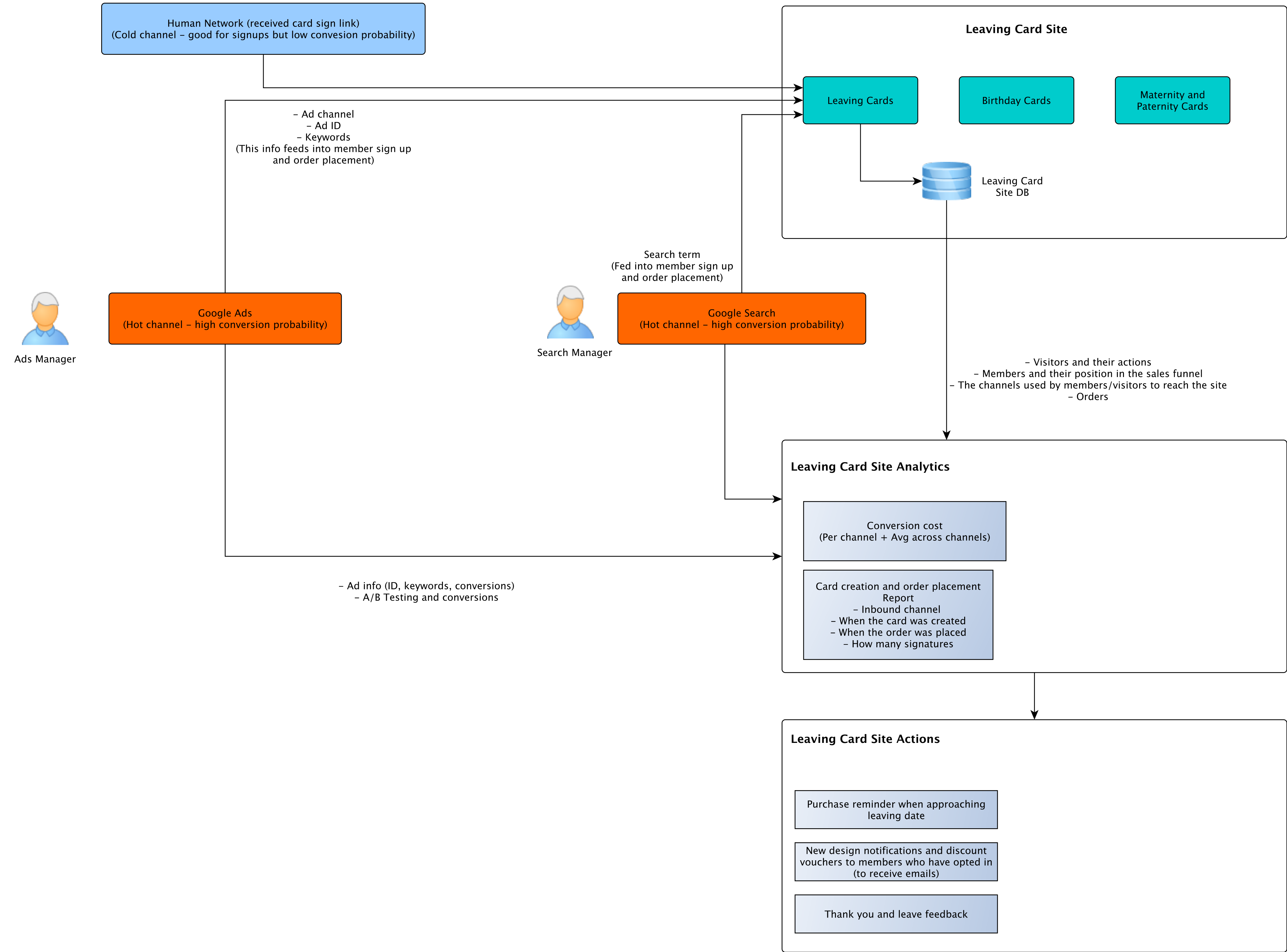


Why no Facebook/LinkedIn and Social media platform ads

- Some assumptions:
- Leaving card business by its nature is 'transactional' and serving a need. If someone needs a leaving card for their colleague online, they are more likely to Google for it as opposed to go to Facebook, LinkedIn looking for one
  - People go to social media for their networking/human connections. It is 'unlikely' that they will be needing a leaving card at the exact time they are logged into a social media platform. We can place an ad and the user might take notice, but since it is not serving a real need at that point in time, the chances of potential conversion in the future are low
    - Google gives a better 'bang for buck' as it is connecting our product to someone who is exactly looking for what we are offering
  - We can later on down the road do some 'brand awareness' marketing on Facebook/LinkedIn, but it will be more to build presence/awareness as opposed to driving sales – Awareness can be good too as it is an attractive feature of a product to an investor



Reports

Conversion costs: This report tells us how much does it cost for conversions across various inbound channels. A particular Google Ad with a set of keywords is one channel, a google search term is one channel (with 0 cost, but important to capture the search term)

Card creation and order placement report: Links the inbound channel with card creation time and order time along with no of signatures. This can help with bidding as if we see a trend in terms of keywords used, member email domain, the no of signatures, we can deduce conversion probability and adjust bid accordingly