

Q2 Plan recap

Objectives

Drive maximum number of new subscribers within goal

Campaign DR Goal: Core Audiences

\$600 Blended CPA
Switchers (In-Market, Custom)

Intent)
Google Fans (1P + 3P)
RKMT

New in Q2:

Parents
Lookalikes (Separated from 1P /
RMKT)

Tech Forward (Social Only)
Flexible (GDN Only)

Budget // Flight

Original Media (3/13): \$15M (MV)
// \$6.8M (CV)

Revised Media (5/2): \$11.9M (MV)
// \$3.4M (CV)

Final Delivery (EOQ): \$11.6M
Creative Notes

Concepts: Tether, Family, Device,

Solo, Flexible

Video

Unlimited :15s (4/1 - 4/6)

Pixel 3a :15s (4/1 - 6/4)

NEW - Unlimited :30s (5/6 - 6/30)
NEW - Flexible :30s (5/6 - 6/30)

What We Got For \$11.6M

Media Spend

	Plan	Deli	% of Plan
Budg	\$11.	\$11.	97% met
Conv	9M	6M	97% even
ersio	88	27	91% even
CPA	\$43	\$51	+16%
	4	0	%

*Planned conversions and CPA are pulled from the External PO Tracker's Q2

Reforecast

**Red - above CPA goal; Green - under CPA goal

***Snapshot - \$59.7K out of \$350K is AV

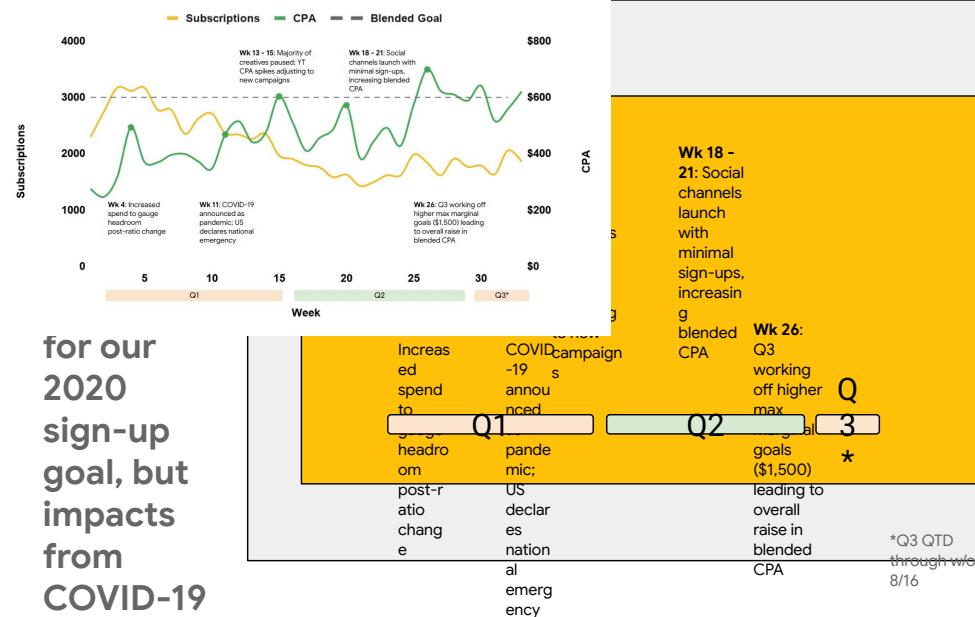
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Sp	en	d
Q2	\$	\$
CPA QoQ	6	6
CPA Delta	GD	\$1.
	\$1.	3K
	1%	1%
	41 %	43 %
	-4 %	0 %
	18 %	N/A
	N/A	8 %
	N/A	N/A

S	E	M
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01



for our 2020 sign-up goal, but impacts from COVID-19 beginning mid-March led to -36% CVR and pushed CPAs above goal in Q2

CHANNEL
 /TACTIC
 BREAKDOWN
 WN
 Despite
 CVR
 declines
 cross-chan-
 nel, Q2
 remained
 below the
 \$600
 blended
 CPA goal

Q2 2020 CAMPAIGN SUMMARY					
Tactic	Spend	Conversions	Δ QoQ	CPA	Δ QoQ
Google SEM Brand	\$245.8K	11,572	-13%	\$21	+73%
ON-NET	\$1.2M	606	-37%	\$2,011	+22%
	\$6.3M	5,029	-30%	\$1,262	+1%
	\$2.4M	3,856	+1,157%	\$622	+41%
	\$768.8K	821	+8%	\$936	+43%
OFF-NET	\$24.3K	619	-47%	\$39	-22%
	\$13,640	4	-72%	\$3,410	+26%
Verizon	\$36,136	13	-95%	\$2,779	+178%
Facebook	\$103,347	20	-	\$5,167	-
Twitter	\$172,034	12	-	\$14,336	-

DR Scorecard

How do our accounts score against optimization metrics?

	SEM	GDN	Recommendation
OPTIMISATION SCORE	83%	99%	[SEM] Review engine recommendations, implement SEM restructure
RSA & RDA ADOPTION	99%	100%	Continue full adoption of RSA/RDA
AD STRENGTH	2.3	3.99	[SEM] Per engine, align headlines and descriptions more tightly with keywords
ASAP AUDITOR	99%	-	[x-channel] Identify the ads that don't have a strong CTA and re-work copy.
IMPRESSION SHARE LOST DUE TO BUDGET	BK: 0% SK: 0%	0.5%	No action, continue to control pacing through CPA target manipulation.
Automation Compliance	99%	98%	Flags are addressed on a rolling basis, most current report has us at 100% compliance across the board.

02

What We Learn ed



decline in volume and CVR in Q2, which led to CPA inflation.

QoQ BKWS impression was down by ~24%, Subs ~49% and CVR ~40%. With that, we saw a ~60% increase in BKWS CPA, concluding the quarter with a

K E Y Re-evaluate H2 investment given the current climate. Scaled back Q3

spend to align with projected CPA closer to target, also

When looking at the YoY trend, only capture max-avails.

Google BKWS CPA peaked this Q2 while CVR dropped to the lowest point in seven quarters. CPC remains stable, which indicates the performance fluctuation was driven mainly by demand than competitions.

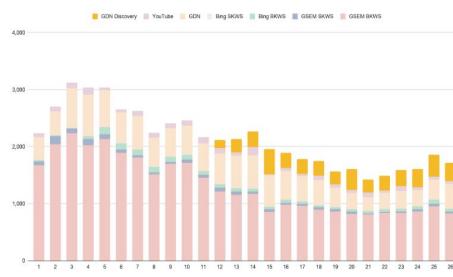
Overall the 1H DR program was impacted greatly by COVID-19. YoY we saw a 150% increase in CPA and CVR declined by ~75%.

Google BKWS YoY Trend



600

C	1	2	2	2	3	3	3
T	3	1	1	3	3	3	5
R	%	%	%	%	%	*Q3 QTD %	%



H1 Sign-Ups

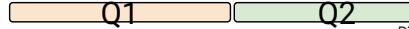
delivered ~17% of total Q2 subs.

It was the most efficient mid-funnel channel, concluding Q2 at ~~+36%~~ lower CPA **46%**

mid **Convers** ions. **Convers** ions

Discovery also introduced

Verizon, 11

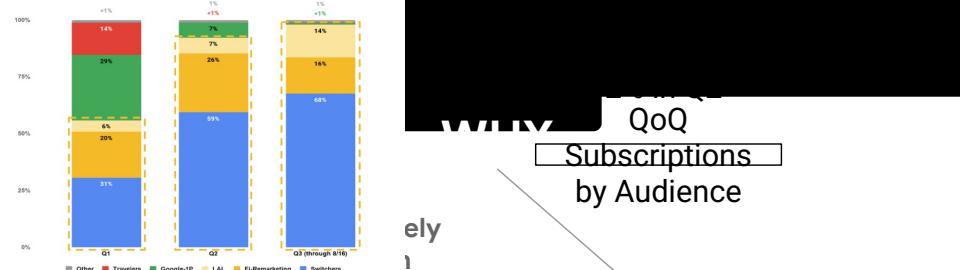


Discovery
Formats &
Examples

K E Y Discovery continues to show room for growth while delivering a CPA

more growth to the program. tactics investment by +9% QoQ (4%+ CVR than regular ads)

Without inclusion of Discovery in Q2, conversion loss from COVID-19 would have been -29% worse QoQ, as the tactic contributed **17% of total Q2 sign-ups**



plans, was the only target to show CVR growth from the first 10 weeks of Q1.

Switchers remained the most valuable audience in Q2 delivering **59% of total sign-ups (+90%**

from Q1). RMKT and LAL, another **KEY** highly engaged audience for Fi-

also grew its sign-up contribution
Crucial for incremental conversions in Q4

Combined, these low funnel audiences drove **3,593 incremental subscriptions** from Q1.

Q3 to date, prospecting and mid-funnel audiences like 1P, Tech Forward and Family have brought in <2% of total sign-ups.

*RMKT in Q1 included LAL; KAK separated mid-Q2.

03

Growth opportunities rooted in



WHAT WE KNOW

Growth is increasingly reliant on low-funnel audiences. Long-tail **Discovery** is the only channel audiences become more resistant to convert as our COVID since launching Q1. **BKWS** is fully funded, delivering ~1% of total Q2 subs at a CPA 15% lower than mid-funnel avg. **Amazon Retail** is efficient in driving subs at scale, delivering ~10% of total subs. **YouTube Audio** drove 258 subs at a CPA of \$7.65. **CPA**, despite having a brand message without clear call to action in Q4 '19.

Q3
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Q4
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MADE BY



WHERE WE CAN GROW

Introduce new low-funnel audiences from GA and **Expand audiences targeting** incremental volume growth on **Discovery** by adding top-performing evergreen DR Seek growth opportunity by audiences and new audiences **improving search account** from GA. **hygiene** - ad copies and Capitalize the success with keywords to increase SOV and Amazon retail by **leveraging CTR**. **Amazon DSP** to tap into their building informative audio ads with intent to drive action, as is in the Explainer videos, to unlock more inventory on a core channel

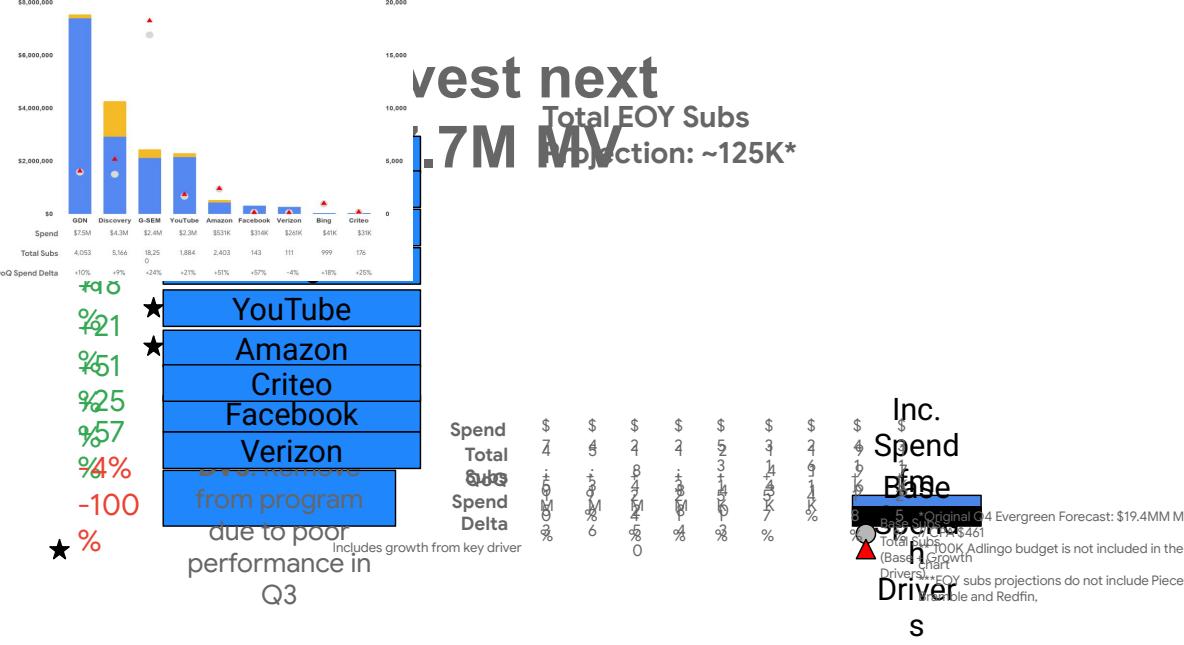
Prioritize scalable growth opportunities in Q4

Audience Growth	Discovery Expansion	Search Optimization	Amazon DSP	YouTube Audio
Introduce new Growth Driver Audiences build upon existing 1PD Audience sets to Strategy	Expand current audience targeting to include Switchers	Structure and refine SOV targeting to include Evergreen DR audiences, as well as new audiences performing from GA	Leverage Amazon's 1PD Mobile/SIM shopper data, and CTR-driven structure to drive BKWS/SKWS keywords	Create DR Audiences to test: Custom Intent SKWS
Quality incremental Navigation Source	Targeting to include LAL audiences	Improve RSA ad strength	Product properties to Remarketing drive incremental traffic.	Site visitors x brand audio LAL driving sign-ups
Event based LAL Revenue Audiences	\$834K Revenue	Focus on high volume keywords with low ad relevance	Resurrect Q4'19 \$708K Brand Revenue audiences:	Resurrect Q4'19 \$708K Brand Revenue audiences:
*Revenue = subs x \$850 based on GA Smart List Customer Match	\$506K Revenue	\$1.2MM Revenue	Amazon.com Revenue	Tech Streamers Value Seekers Lifestyle Changers

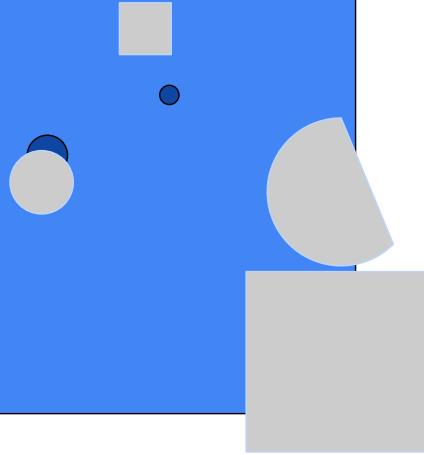
*Revenue = subs x \$850 based on GA Smart List Customer Match

Summary of Growth Drivers &

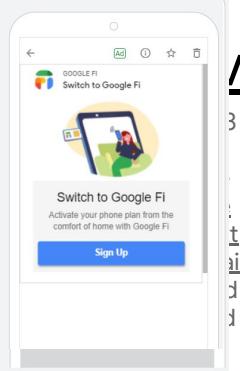
Next Steps	Growth Driver	Revenue	Status	Next Steps
0	Audience Growth	\$834K	In Progress	Google to build GA audiences based on <u>this</u> .
0	Discovery Expansion	\$506K	In Progress	Essence to build new placements to include new audience targeting prior to Q4 launch.
1	Search Optimization	\$1.2MM	In Progress	Essence to roll out BKWS/SKWS restructure, Prometheus automated bidding model
1	Amazon DSP	\$43K	In Planning	Google & Essence to align on the strategy
2	YouTube Audio	\$106K	In Planning	Google & Essence to align on the strategy



That's a
Wrap!



CLOSED OPEN



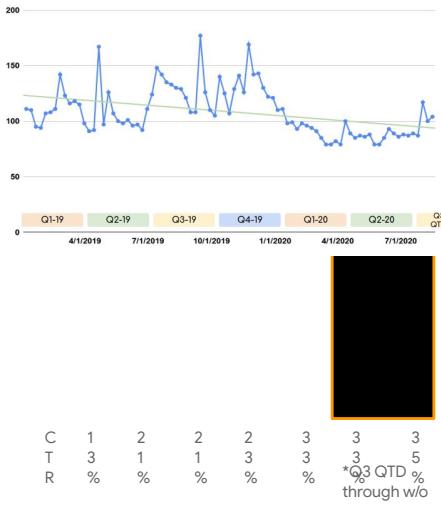
Very Ads - Appendix

Can now reach more potential customers. The discovery campaign offers

[Back to Q2 Key Takeaway #2](#) visually rich ads

rendered natively across Google properties at scale.

Advertisers can use automated bidding options to meet media performance goals.



Fi

Weekly Indexed Searches for Google

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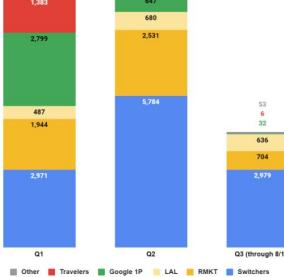
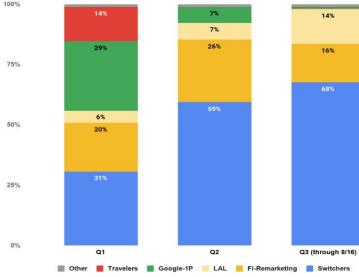
	1	2	2	2	3	3	3
C	3	1	1	3	3	3	5
T	%	%	%	%	%	%	
R							

*Q3 QTD % through w/o

KEY

Re-evaluate H2 investment given the current climate. Scaled back Q3

spend by 15% to bring the projected CPA closer to target, also reforecasted Q4 to efficiently capture max-avails.



INS
S

KEY

As prospecting audiences continue to show less intent to convert, identifying new low-funnel audiences through Google Analytics will be crucial for incremental conversions in Q4.

*RMKT in Q1 included LAL; KAK separated mid-Q2.

Q2 2020				
	Platform	Market Spend (less AV)	Subscriptions	Market CPA
On-Net	Google Search	\$1,464,577	12,178	\$120
On-Net	GDN	\$6,344,158	5,029	\$1,262
On-Net	GDN Discovery	\$2,397,178	3,856	\$622
On-Net	YouTube	\$768,757	821	\$936
Off-Net	Bing Ads	\$37,958	623	\$61
Off-Net	Verizon	\$36,136	13	\$2,780
Off-Net	Facebook	\$78,347	20	\$3,917
Off-Net	Snapchat	\$290,297	2	\$145,148
Off-Net	Twitter	\$172,034	12	\$14,336
Off-Net	Amazon	\$28,734	273	\$105
Total		\$11,618,175	22,827	\$509

Note: Excludes all
Added Value /
Coupons