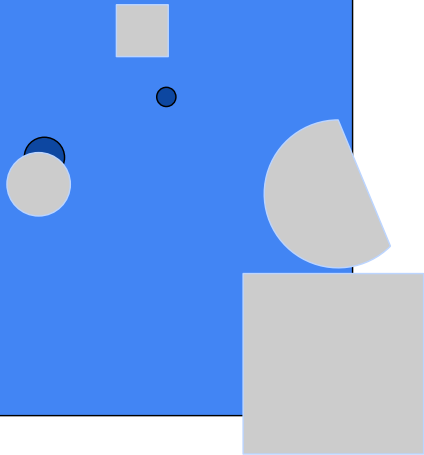


Google Fi QBR

Q2 Performance Review &
Q4 Growth Plan



Q2 Plan recap

Objectives

Drive max. ad purchases from

Campaign DR Goal:
Core Audiences

\$800 Blended CPA

Switchers (In-Market, Custom

Intent)

Google Fans (1P + 3P)

RKMT

New in Q2:

Parents

Lookalikes (Seperated 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

NEW - HTML5 (5/26 - 6/30)

NEW - RDAs (4/20 - 6/30)

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 ned*	Del vere	% of Plan ned
Budg	\$11.	\$11.	97%
Conv	9M	6M	even
ersio	25,4	22,8	91%
CPA	\$43	\$51	+16%

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

Reforecast

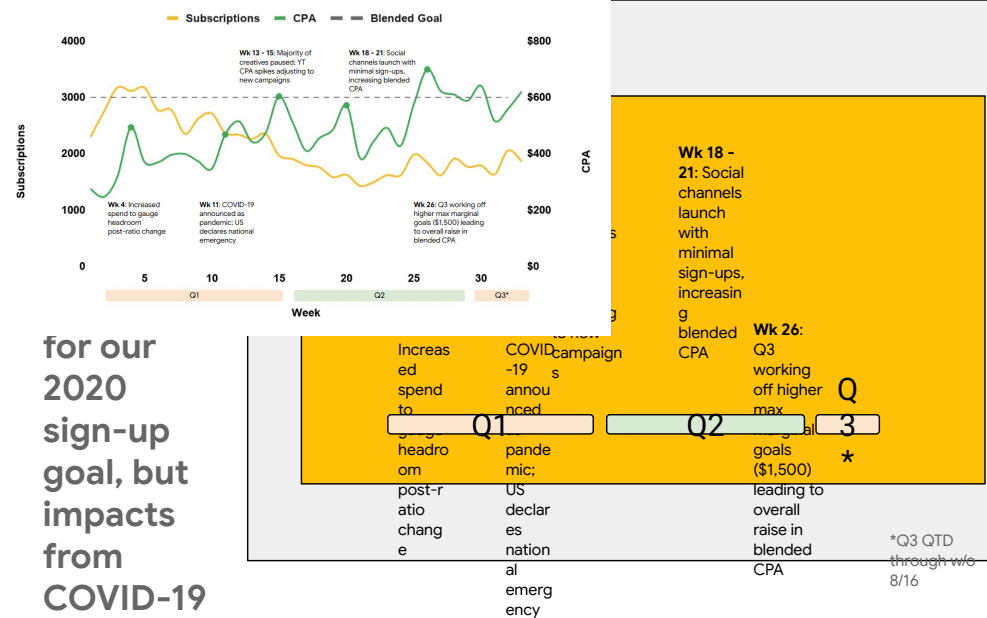
**Red - above CPA goal; Green - under CPA goal

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

Su	1
bs	2
Vol	, 1
um	7
e	8
	5, 0
	2 9
	3, 8
	8 5
	2 6
	2 2
	2 1
	1 1
	2 2
Sp	\$
en	\$
d	6
Q2	1
QoQ	1
QoQ	1
CPA	1
Delta	1
% S E M	1

GP						
\$1.3K						
1%	41%	43%	-4%	18%	N/A	17%
					N/A	N/A





CHANNEL
/TACTIC
BREAKDOWN

Despite
CVR
declines
cross-channel, 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%	
OFF-NET	\$768.8K	821	+8%	\$936	+43%	
	\$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	-	

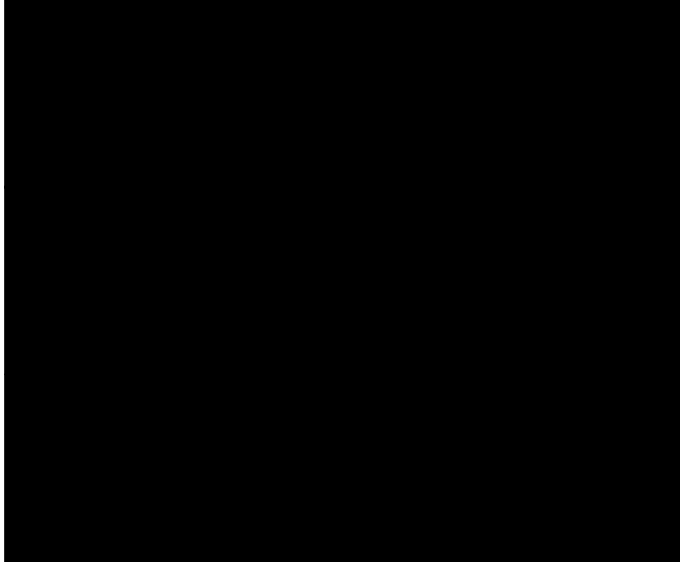
DR Scorecard

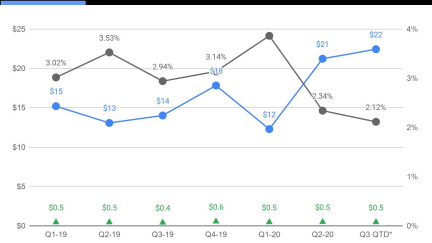
How do our accounts score against optimization metrics?

	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**





Google BKWS YoY Trend



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

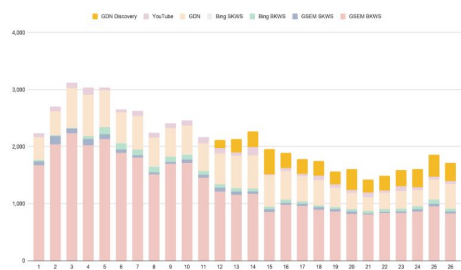
C	1	2	2	2	3	3	3
T	3	1	1	3	3	3	5
R	%	%	%	%	%	*Q3 QTD %	%

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

When looking at the YoY trend, 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%.





JULY
 H1 Sign-Ups

delivered ~17% of total Q2 subs.
 It was the most efficient
 mid-funnel channel, concluding
 Q2 at a **+35%** lower CPA than
 mid-funnel conversions.

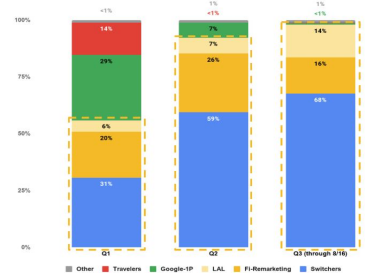
Discovery also introduced
 Discovery, TV, YouTube, CTV, Bing, Twitter,
 Verizon, T1



KEY Discovery continues to show room for growth while delivering a CPA
 more growth to the program.
 (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**

Discovery
 Format
 Examples



ely
1

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

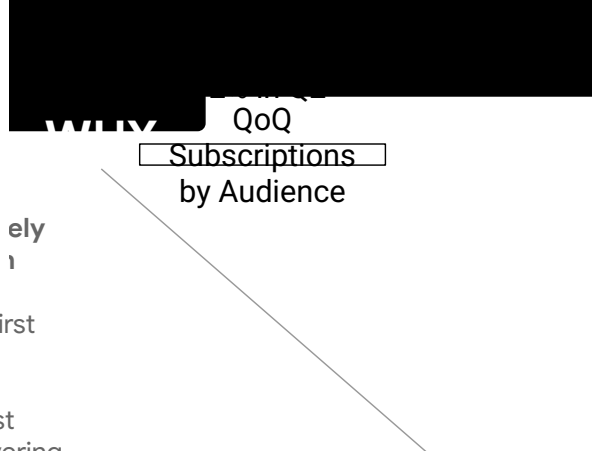
Switchers remained the most valuable audience in Q2 delivering **59% of total sign-ups** (+90%

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

also grew its sign-up contribution QoQ.

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
that shows growth under
COVID since launching Q1
2020. It's full-funnel and
delivering 1/3 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

subscriptions at a \$775

CPA, despite having a brand
message without clear call to
action in Q4 '19

WHERE WE CAN GROW

Introduce new low-funnel
audiences from GA and

Expand audiences targeting
on Discovery by adding

incremental volume growth
top-performing evergreen DR
audiences and new audiences
improving search account

hygiene - ad copies and
Capitalize the success with
keywords to increase SOV and
Amazon retail by leveraging

Amazon DSP to tap into their
audience across Amazon

and informative audio ads with
intent to drive action, as is in the
Explainer videos, to unlock more
inventory on a core channel

Q3
leas
rni
ng
Q4
'19
leas
rni
ng

Prioritize scalable growth opportunities in Q4

Audience Growth

Introduce new Audiences
 build upon existing IPD Audiences
 Session in Strategy
 Quality Navigation Source
 Event based LAL
 Audiences based on GA brand list
 Customer Match

Discovery Expansion

Expand audience targeting to include evergreen DR audiences, as well as new audiences performing from GA
 Current Targeting RMK's Switchers 75% be introduced audiences from GA
 New GA and LAL audiences

Search Optimization

Structure and replace SOV Roll out new structure
 BKWS/SKWS Keywords
 Improve RSA ad strength
 Focus on high volume keywords with low ad relevance

Amazon DSP

Leverage Amazon's 1P shopper data on their O&O product Remarketing drive incremental Traffic. If Sim card page on Amazon.com

YouTube Audio

Create DR Top DR Audiences to test:
 Custom Intent SKWS
 Site Visitors & brand audio LAL driving sign-ups
 Result Q4'19 Brand audiences:
 Tech Streamers
 Value Seekers
 Lifestyle Changers

NEW GA Audiences
 \$834K Revenue
 \$850 Inc. Revenue*

\$306K Revenue

\$1.2MM Revenue

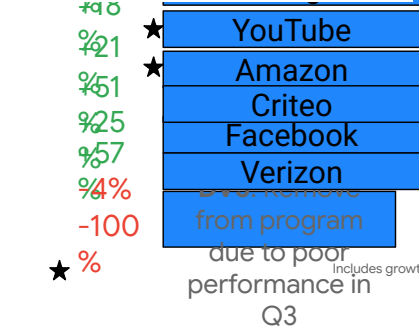
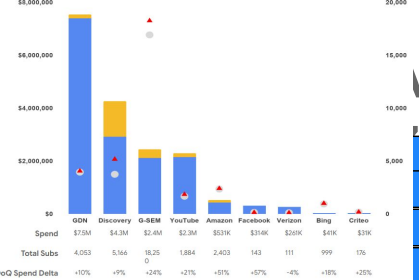
\$43K Revenue

\$106K Revenue

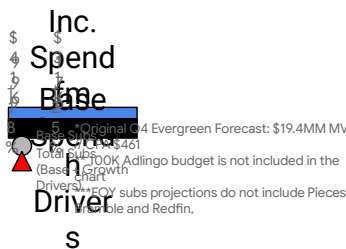
*Revenue = sum of GA brand list

Summary of Growth Drivers & Next Steps

P	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

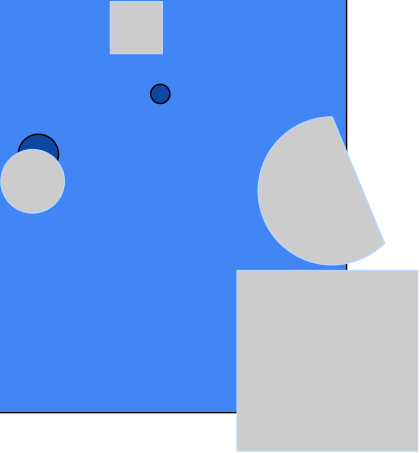


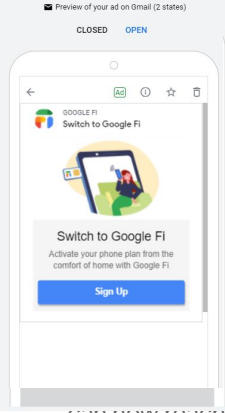
	2019	2020	2021	2022	2023	2024
Spend	\$ 7.0B	\$ 7.4B	\$ 7.2B	\$ 7.2B	\$ 7.5B	\$ 7.3B
Total	7.0	7.4	7.2	7.2	7.5	7.3
Delta	0.0	0.4	-0.2	0.0	0.3	-0.2
Spend	0.0%	0.6%	-0.5%	0.0%	0.3%	-0.2%
Delta	0.0%	0.6%	-0.5%	0.0%	0.3%	-0.2%



8 Base Sales \$461
5 *Original G4 Evergreen Forecast: \$19.4MM MV
% Total Subs \$700K Adlingo budget is not included in the
n Growth (Base) chart
Drivers: **COY subs projections do not include Pieces
Variable and Redfin,

That's a
Wrap!



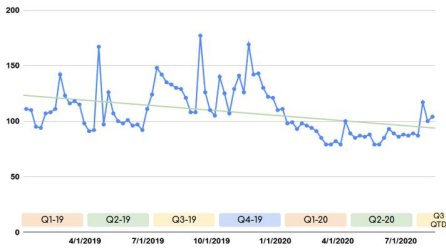


Display Ads - Appendix

can now reach more potential customers. The discovery campaign offers equally rich ads rendered natively across Google properties at scale.

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

[Back to Key Takeaway #2](#)



Weekly Indexed Searches for Google

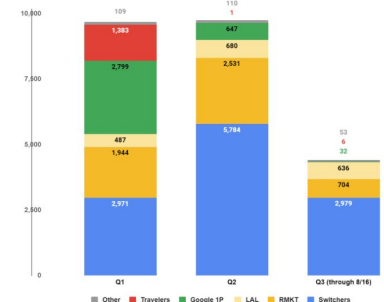
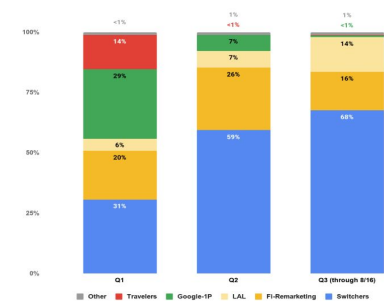
Q	Q
1	2
-	-
1	1
9	9

C	1	2	2	2	3	3	3
T	3	1	1	3	3	3	5
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

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