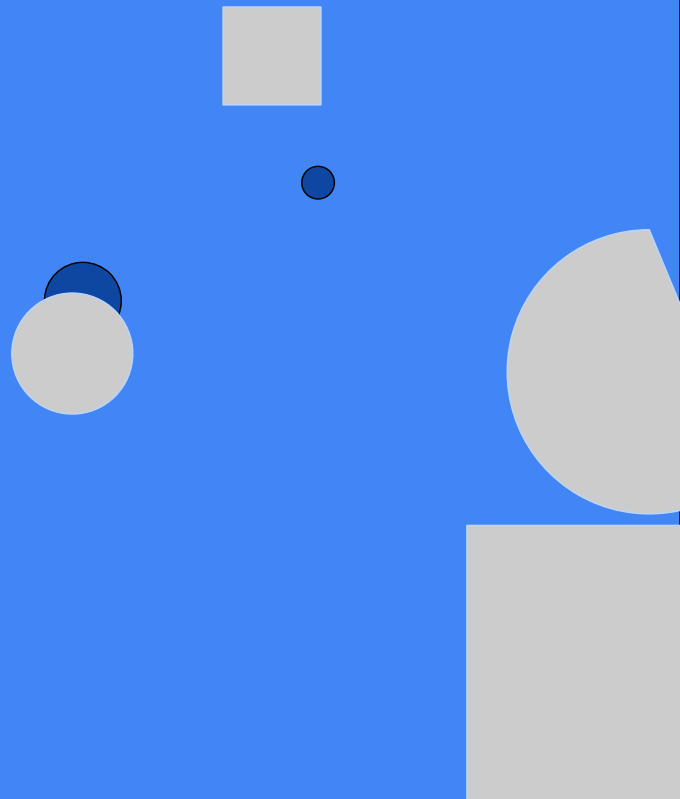


# Google Fi QBR

Q2 Performance Review & Q4 Growth Plan

August 2020



# Q2 Plan recap

## Objectives

Drive maximum number of new subscribers within goal

### Campaign DR Goal:

\$600 Blended CPA

\$850 Max Marginal CPA

## 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 (MV) // \$3.3M (CV)

4/1/20 - 6/30/20

### Markets live:

US // NA

## Core Audiences

Switchers (In-Market, Custom Intent)

Google Fans (1P + 3P)

RKMT

### New in Q2:

Parents

Lookalikes (Seperated from 1P / RMKT)

Lifestyle Changers (Social Only)

Tech Forward (Social Only)

Flexible (GDN Only)

## Creative Notes

Display

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)

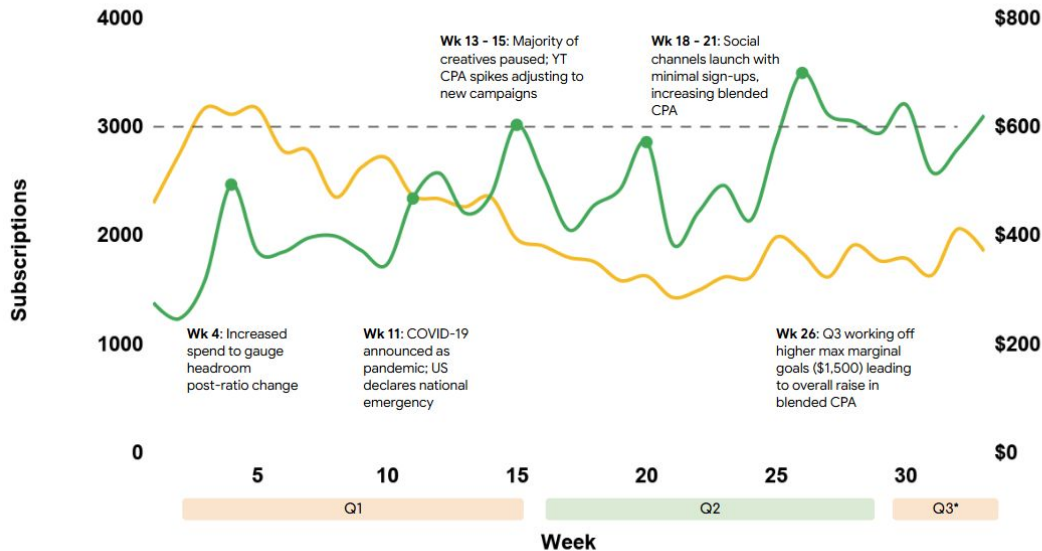
# What We Got For \$11.6M Media Spend

	Planned*	Delivered	% of Planned Achieved
Budget	\$11.9M	\$11.6M	97%
Conversions	25,488	22,827	91%
CPA	\$434	\$510	+16%
*Planned conversions and CPA are pulled from the External PO Tracker's <u>Q2 Reforecast</u>			
**Red = above CPA goal; Green = under CPA goal			
***Snapchat - \$59.7K out of \$350K is AV			



01

Subscriptions CPA Blended Goal



pushed CPAs above goal in Q2

headroom post-ratio change pandemic, US declares national emergency

CPA

Wk 18 - 21: Social channels launch with minimal sign-ups, increasing blended CPA

Wk 26: Q3 working off higher max marginal goals (\$1,500) leading to overall raise in blended CPA

Q1

Q2

Q3\*

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	
Google SEM Brand	\$245.8K	11,572	-13%	
Google SEM Non-Brand	\$1.2M	606	-37%	
GDN	\$6.3M	5,029	-30%	
ON-NET		3,856	+1,157%	
		821	+8%	
		619	-47%	
		4	-72%	
		13	-95%	
		20	-	

Blended  
CPA \$600

# DR Scorecard

How do our accounts score against optimization metrics?

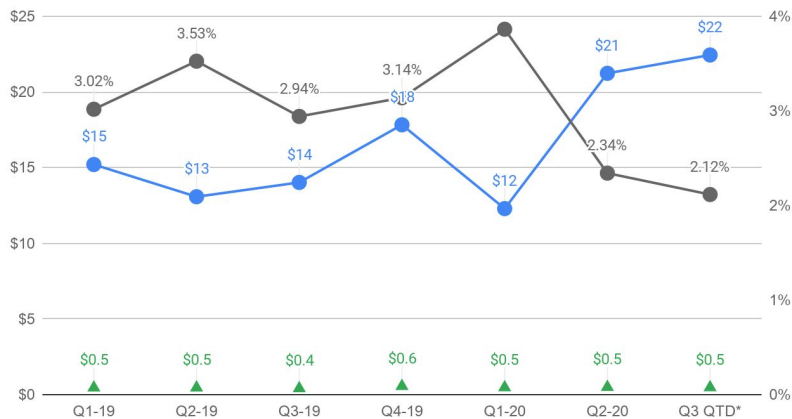
	SEM	GDN	Recommendation
OPTIMISATION SCORE	83%	99%	[SEM] Review engine recommendations, implement SEM restructure
RSA & RDA ADOPTION	99%	100%	Continue full adoption of RSA/RDA
AD STRENGTH	2.3	3.99	[SEM] Per engine, align headlines and descriptions more tightly with keywords
ASAP AUDITOR	99%	–	[x-channel] 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			Flags are addressed on a

02



## **What We Learned**

## WHY CARE

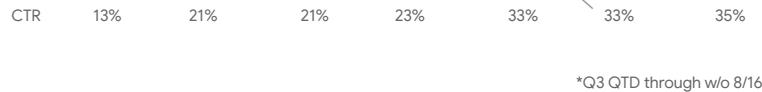


~40%. With that, we saw a ~60% increase in BKWS CPA, concluding the quarter with a CPA of \$22.

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%.

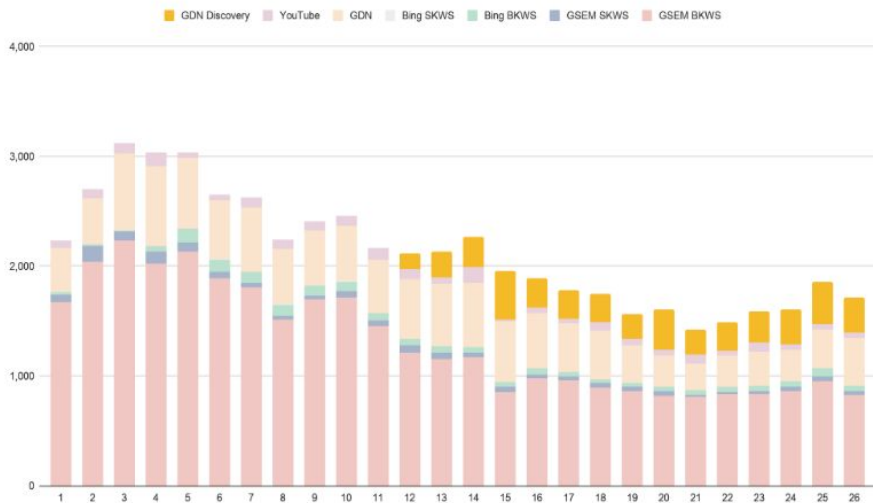
### Google BKWS YoY Trend



\*Q3 QTD through w/o 8/16

### KEY TAKEAWAY

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.



## MY CARE

H1 Sign-Ups

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

-35% Conversions

-46% Conversions

Q1

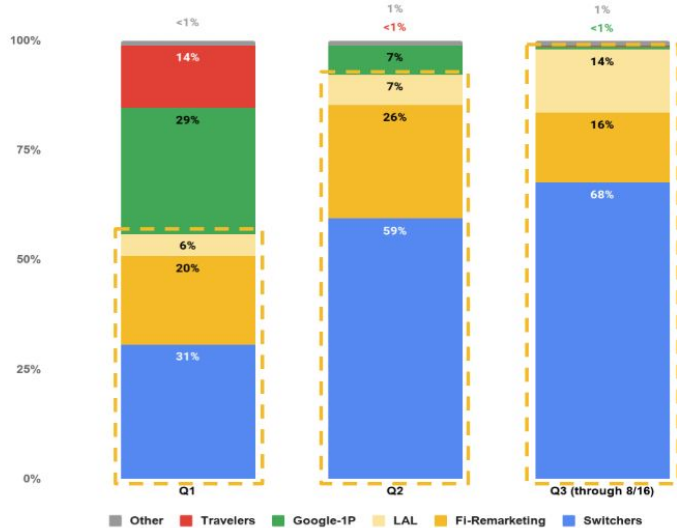
Q2

\*Q2 Mid-funnel: GDN, Discovery, Facebook, Snapchat, Twitter, Verizon, YT

Discovery Format & Examples

### KEY TAKEAWAY

Discovery continues to show room for growth while delivering a CPA under goal (\$841 Q3 QTD). Including new audiences on Discovery for Q4 will increase the tactics investment by +9% QoQ



## WHY CARE

### QoQ Subscriptions by Audience

ely  
show

vering  
other  
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

## KEY TAKEAWAY

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

03



# Growth opportunities rooted in past learnings

## WHAT WE KNOW

**Growth is increasingly reliant on low-funnel audiences.**  
Long-tail audiences became more resistant to convert as our product is less top-of-mind during COVID.

**Discovery** is the only channel that shows growth under COVID since launching Q1, delivering 17% of total Q2 subs at a CPA 15% lower than mid-funnel avg.

**BKWS is fully funded** with little room to scale. Search volume declined QoQ due to COVID

Q3  
learning

**Amazon retail is efficient in driving subs at scale,**  
delivering ~10% of total subs at a ~80% lower CPA in Q3  
(QTD data through 8/16)

Q4 '19  
learning

**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 current 1PD sources to drive incremental volume growth

**Expand audiences targeting on Discovery** by adding top-performing evergreen DR audiences and new audiences from GA.

Seek growth opportunity by **improving search account hygiene** - ad copies and keywords to increase SOV and CTR

Capitalize the success with Amazon retail by **leveraging Amazon DSP to tap into their 1PD data** across Amazon's O&O

**Build 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

Introduce new audiences, and build upon existing 1PD audience sets to drive incremental growth.

### NEW GA Audiences

Preconfigured Audiences  
Session Quality

Navigation Source

Event based

LAL Audiences based on

GA Smart List

Customer Match

Growth Driver

Strategy

\$834K Revenue

## Discovery Expansion

Expand audience targeting to include evergreen DR audiences, as well as new audiences from GA

### *Current Targeting*

RMKT

Switchers

*To be Introduced*

Top performing evergreen audiences

New GA and LAL audiences

\$506K Revenue

## Search Optimization

Improve SOV and CTR on high volume keywords

### *Structure and relevance*

Roll out new structure for

BKWS/SKWS

Improve RSA ad strength

Focus on high volume keywords

with low ad relevance

\$1.2MM Revenue

## Amazon DSP

Leverage Amazon's 1PD shopper data on their O&O properties to drive incremental conversions

### *Audiences:*

Mobile/SIM card In-Market

Product Remarketing

Traffic: Fi Sim card page on

Amazon.com

\$43K Revenue

## YouTube Audio

Create DR focused Audio ads based on Q4'19 success with brand audio driving sign-ups

### Top DR Audiences to test:

Custom Intent SKWS

Site Visitors & LAL

### Resurrect Q4'19 Brand audiences:

Tech Streamers

Value Seekers

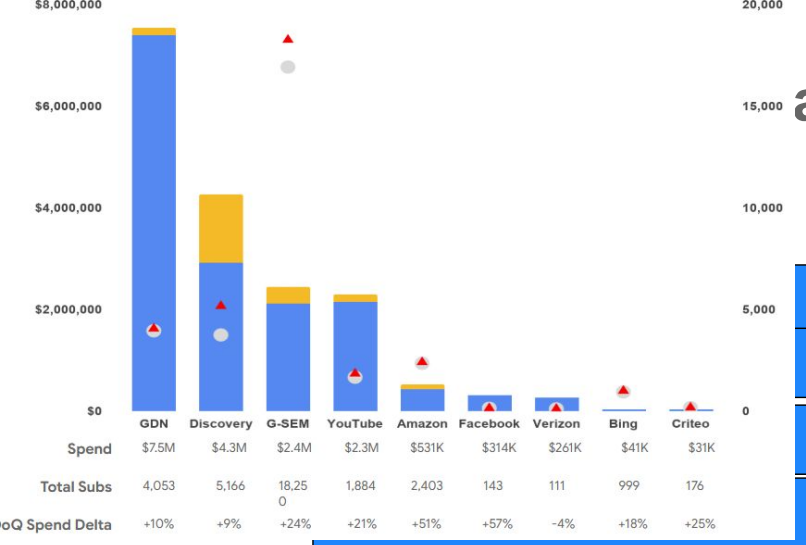
Lifestyle Changers

\$106K Revenue

# Summary of Growth Drivers & Next Steps

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





arter - \$17.7M MV

Total EOY Subs Projection: ~125K\*

+21%



YouTube

+51%



Amazon

+25%

Criteo

+57%

Facebook

-4%

Verizon

-100%

Twitter, LinkedIn & DV3: Remove from program due to poor performance in Q3

Spend	\$7.5M	\$4.3M	\$2.4M	\$2.3M	\$531K	\$314K	\$261K	\$41K	\$31K
Total Subs	4,053	5,166	18,250	1,884	2,403	143	111	999	176
QoQ Spend Delta	+10%	+9%	+24%	+21%	+51%	+57%	-4%	+18%	+25%

Base Spend

Growth Drivers



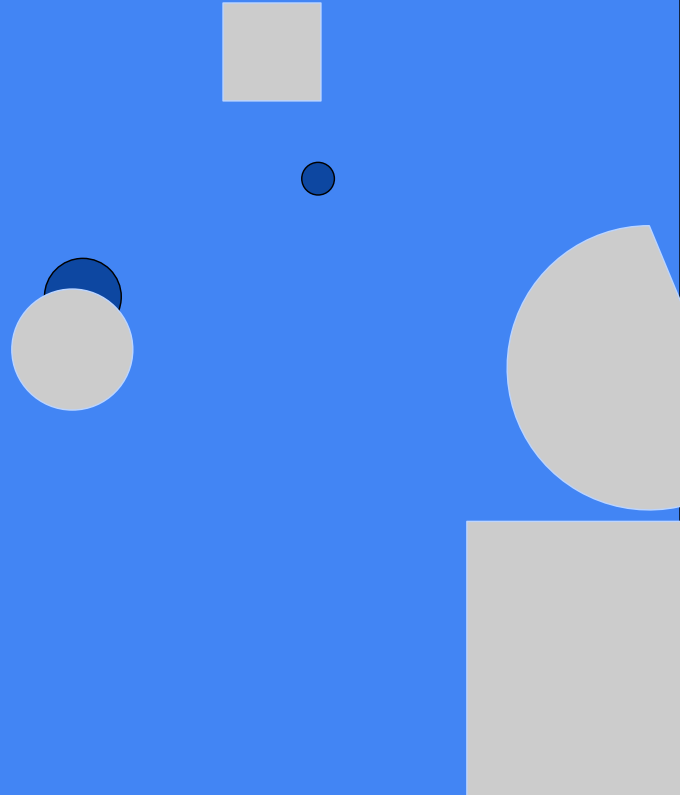
Total Subs (Base + Growth Drivers)



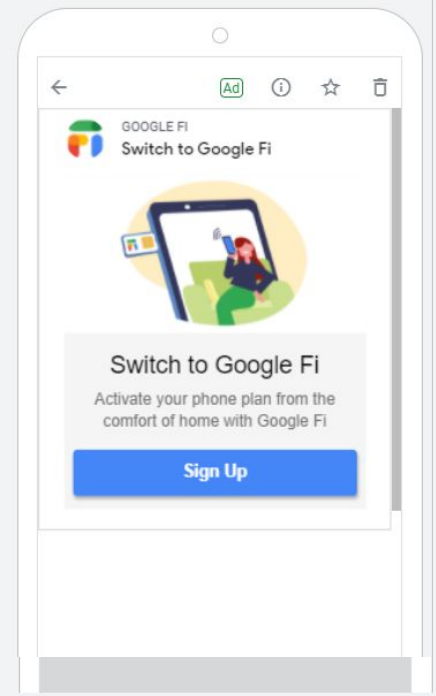
Includes growth from key driver

\*Original Q4 Evergreen Forecast  
\*\*EOY subs projections do not include budget is not

# That's a Wrap!



CLOSED OPEN



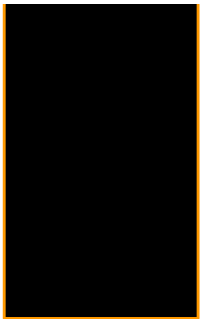
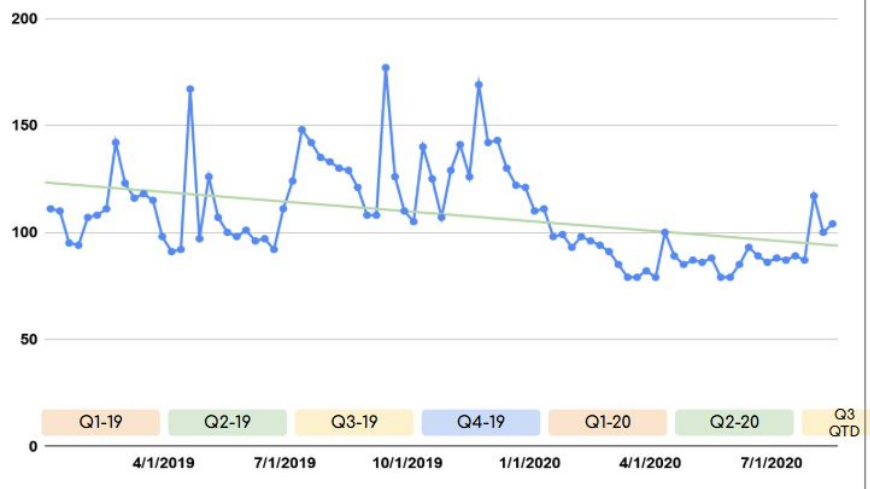
## ds - Appendix

3

st  
nd  
can

ampaign  
d  
ties at

meet



\*Q3 QTD through w/o 8/16

CTR 13% 21% 21% 23% 33% 33% 35%

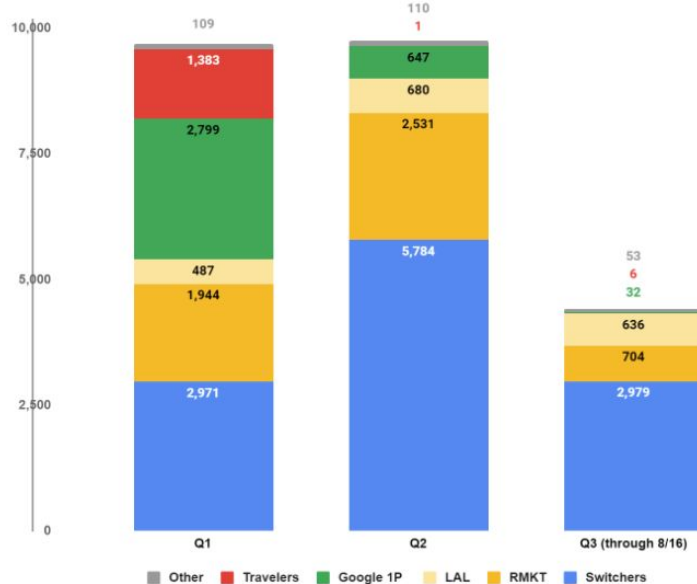
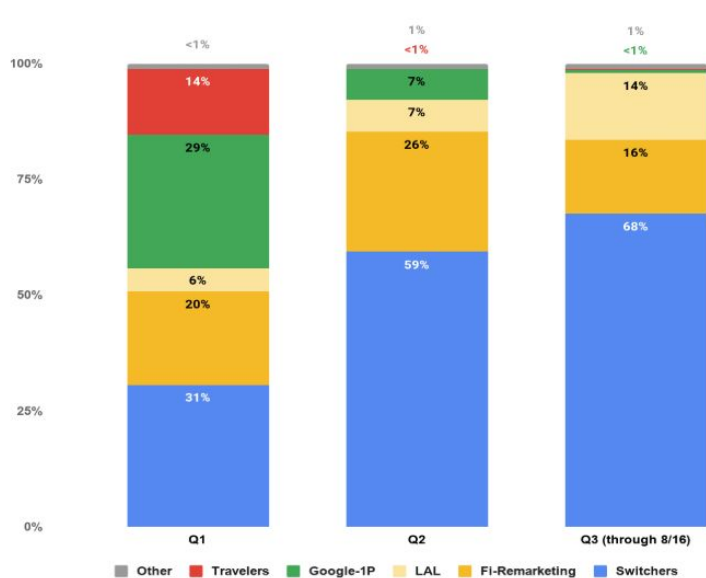
C  
C  
C  
A  
C

Q1-1  
9 Q2-1  
9

## KEY TAKEAWAY

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.





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

## KEY TAKEAWAY

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

		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
	<b>Total</b>	<b>\$11,618,175</b>	<b>22,827</b>	<b>\$509</b>

Note: Excludes all Added Value / Coupons