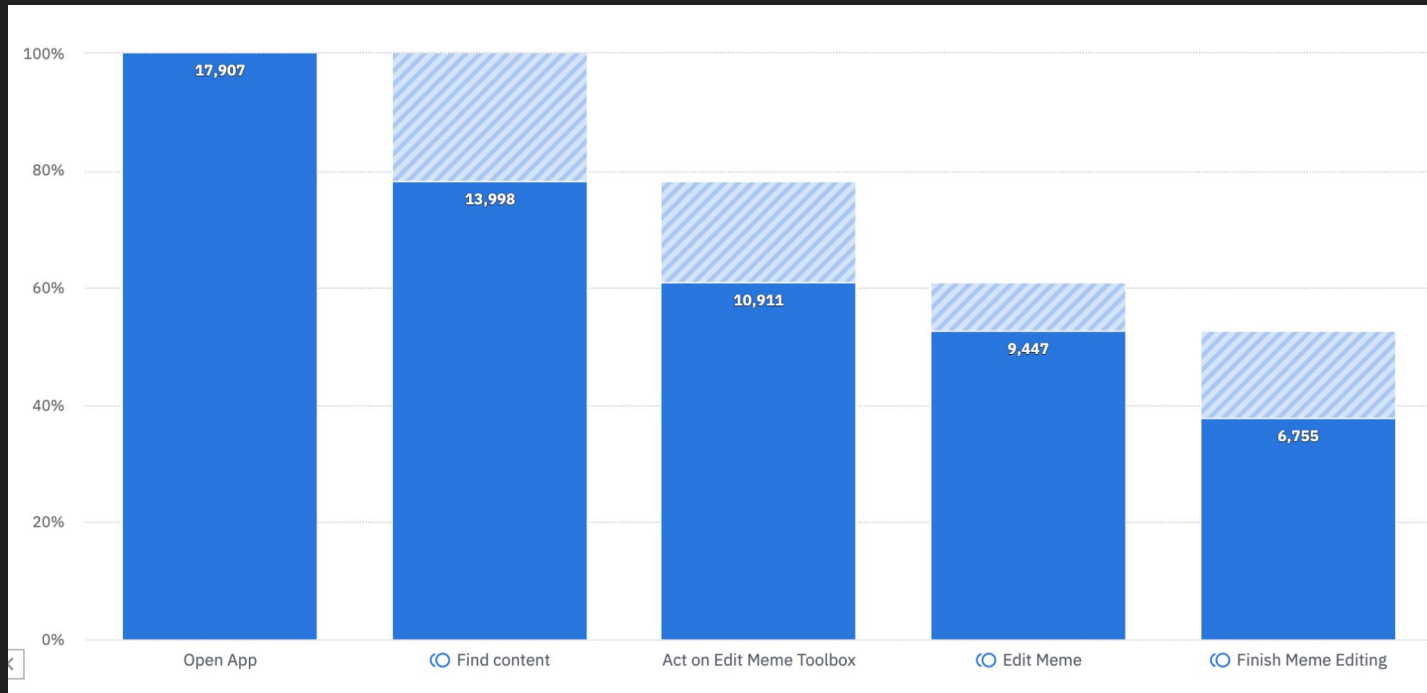




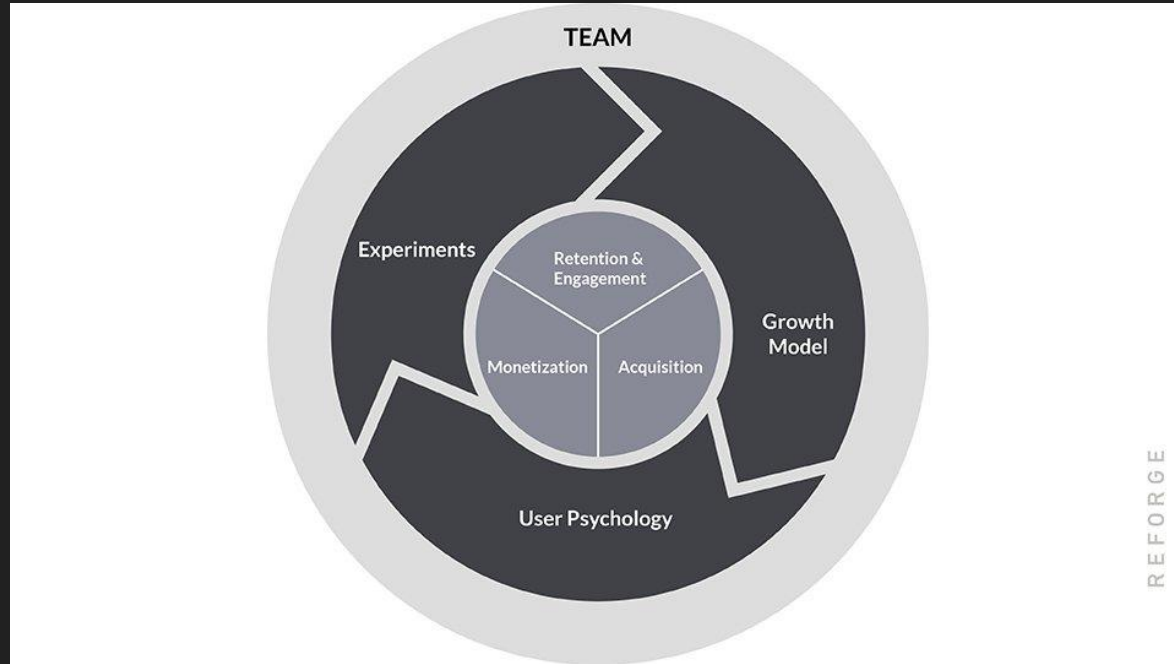
Sandstorm

What have we done?

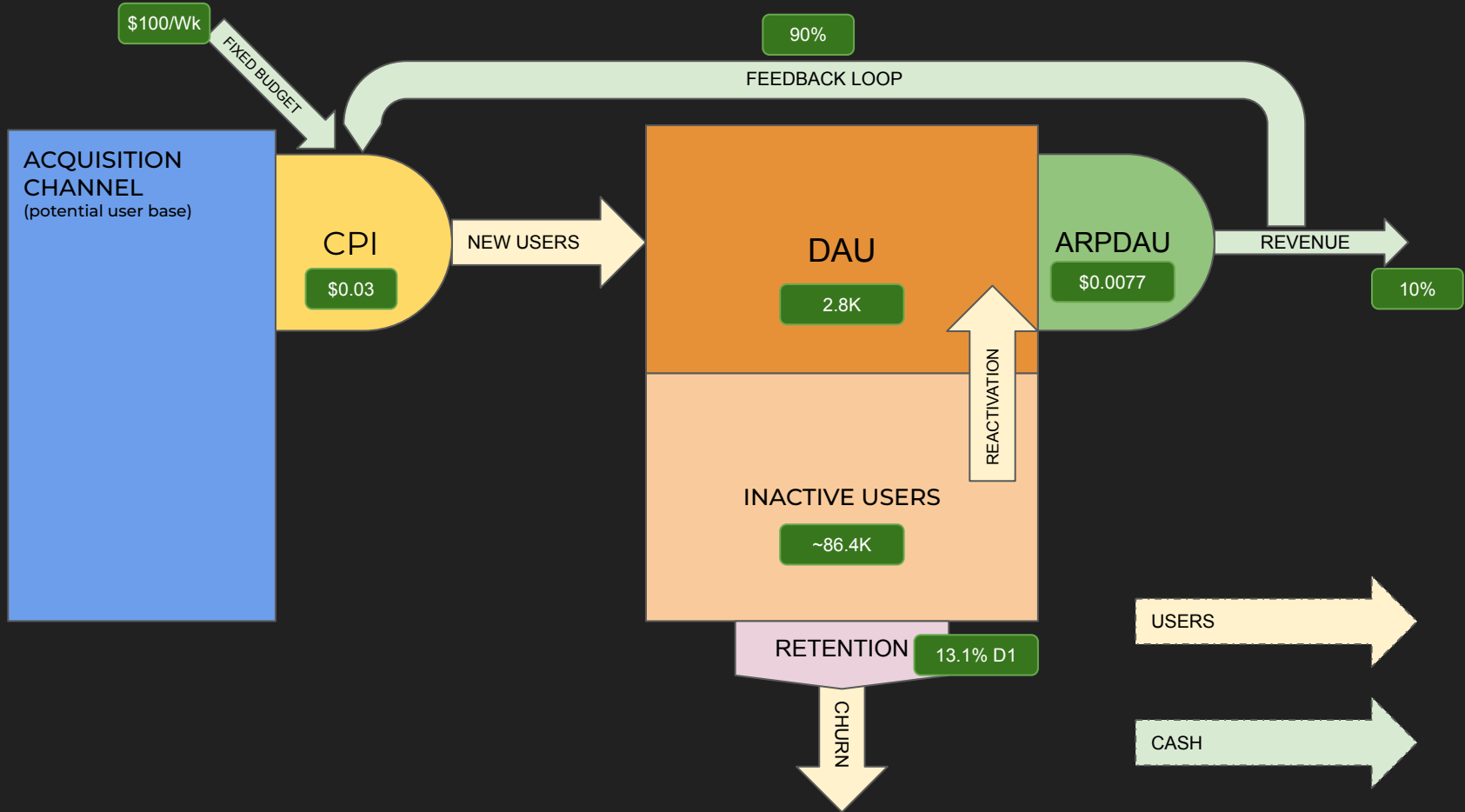
Classic analytics - funnels



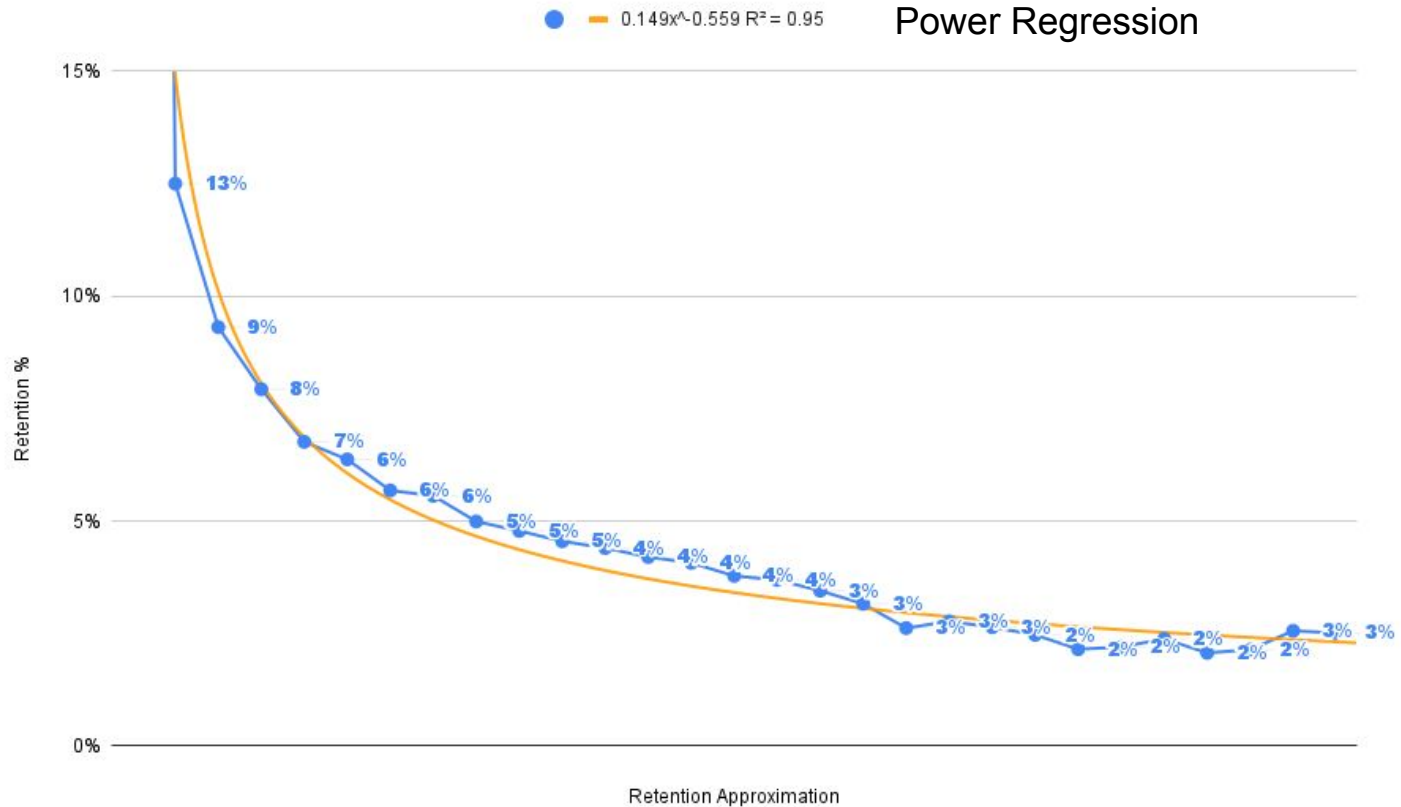
Growth modelling



Current Metrics



Modelling retention

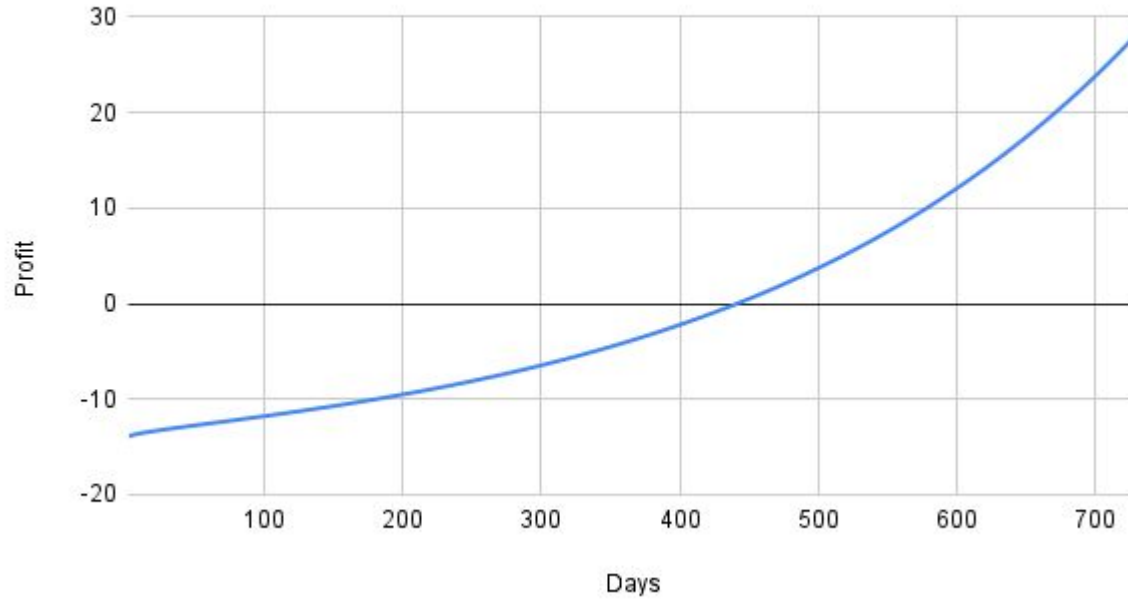


Growth Model

Day	New Users	DAU	Ad Revenue	Reinvest	Profit'	Retention	ARPPAU/Day	LTV	ARPPAU	0.0066	
1	476	476	3.1416	2.82744	-13.97155429	100.00%	0.0066	0.0066	Daily Fixed Budget	14.28571429	
2	570	632	4.1712	3.75408	-13.86859429	13.10%	0.0008646	0.0074646	CPA	0.03	
3	601	720	4.752	4.2768	-13.81051429	9.39%	0.000619469321	0.008084069321	Reinvest Ratio	0.9	
4	619	788	5.2008	4.68072	-13.76563429	7.72%	0.000509706189	0.008593775511	Retention Coefficient	0.131	Product fit and/or 3rd party UA CR
5	632	846	5.5836	5.02524	-13.72735429	6.72%	0.000443837890	0.009037613402	Retention Decay Factor	-0.481	Frequency of use
6	644	898	5.9268	5.33412	-13.69303429	6.04%	0.000398667340	0.009436280743			
7	654	947	6.2502	5.62518	-13.66069429	5.53%	0.000365194711	0.009801475454			
8	664	993	6.5538	5.89842	-13.63033429	5.14%	0.000339096317	0.01014057177			
9	673	1036	6.8376	6.15384	-13.60195429	4.82%	0.000318001338	0.01045857311	Estimated Yearly Ad Revenue	155,604.54	
10	681	1078	7.1148	6.40332	-13.57423429	4.55%	0.000300486236	0.01075905935			
11	690	1119	7.3854	6.64686	-13.54717429	4.33%	0.000285637505	0.01104469685			
12	698	1158	7.6428	6.87852	-13.52143429	4.13%	0.000272838309	0.01131753516			
13	705	1196	7.8936	7.10424	-13.49635429	3.96%	0.000261655008	0.01157919017			
14	713	1233	8.1378	7.32402	-13.47193429	3.81%	0.000251772608	0.01183096278			
15	720	1269	8.3754	7.53786	-13.44817429	3.68%	0.000242956009	0.01207391879			
16	727	1305	8.613	7.7517	-13.42441429	3.56%	0.000235025689	0.01230894448			
17	735	1341	8.8506	7.96554	-13.40065429	3.45%	0.000227841861	0.01253678634			
18	742	1375	9.075	8.1675	-13.37821429	3.35%	0.000221293827	0.01275808016			
19	748	1409	9.2994	8.36946	-13.35577429	3.26%	0.000215292626	0.01297337279			
20	755	1443	9.5238	8.57142	-13.33333429	3.18%	0.000209765832	0.01318313862			
21	762	1476	9.7416	8.76744	-13.31155429	3.10%	0.000204653795	0.01338779242			
22	768	1508	9.9528	8.95752	-13.29043429	3.03%	0.000199906884	0.0135876993			
23	775	1541	10.1706	9.15354	-13.26865429	2.96%	0.000195483417	0.01378318272			
24	781	1573	10.3818	9.34362	-13.24753429	2.90%	0.000191348094	0.01397453081			
25	788	1606	10.5996	9.53964	-13.22575429	2.84%	0.000187470796	0.01416200161			
26	794	1637	10.8042	9.72378	-13.20529429	2.79%	0.000183825640	0.01434582725			

Break Even Analysis

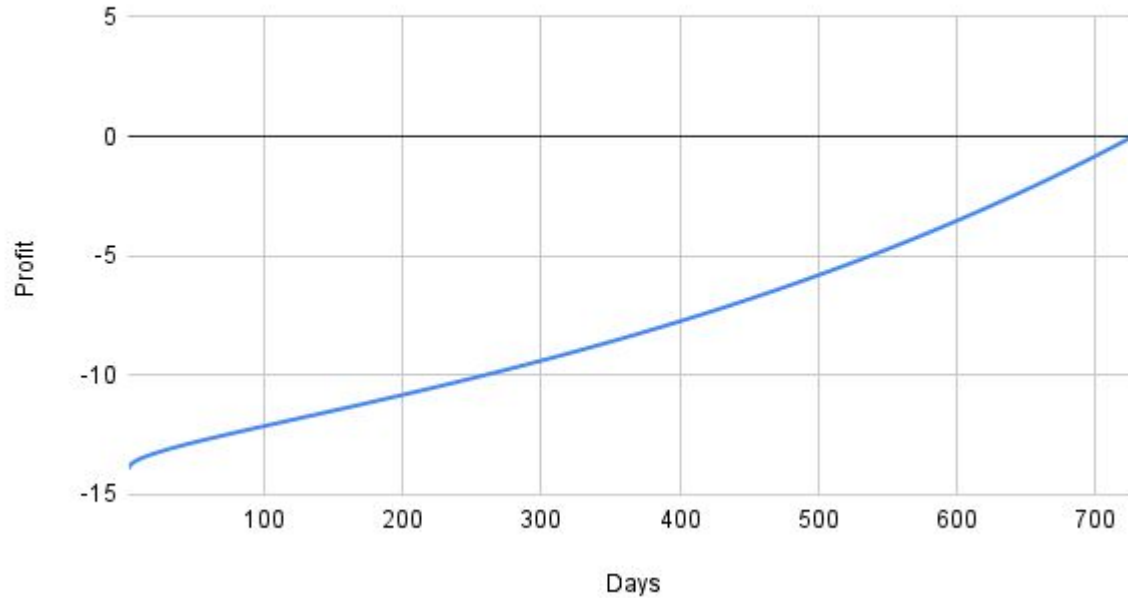
Break Even Analysis



ARPPAU	0.0066
Daily Fixed Budget	14.28571429
CPA	0.03
Reinvest Ratio	0.9
Retention Coefficient	0.131
Retention Decay Factor	-0.481

Break Even Analysis

Break Even Analysis



ARPDau	0.0076
Daily Fixed Budget	14.28571429
CPA	0.03
Reinvest Ratio	0.9
Retention Coeficient	0.121
Retention Decay Factor	-0.581

Next... SEM (Structural Equation Modelling)

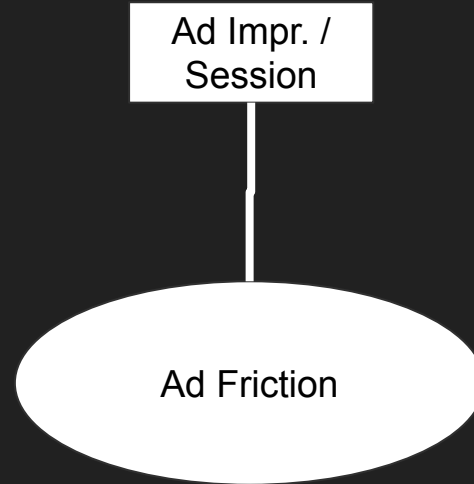
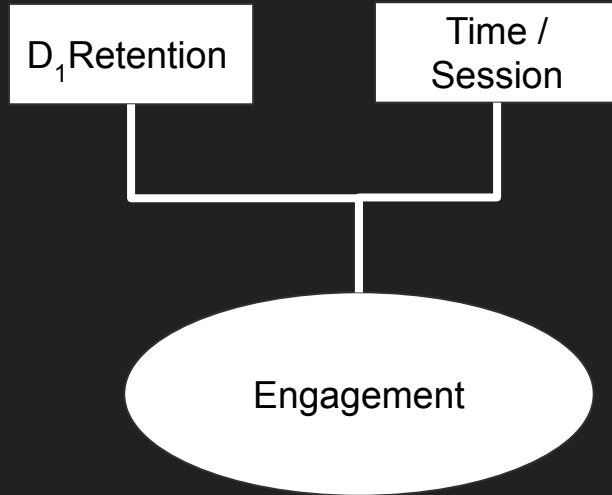


Engagement

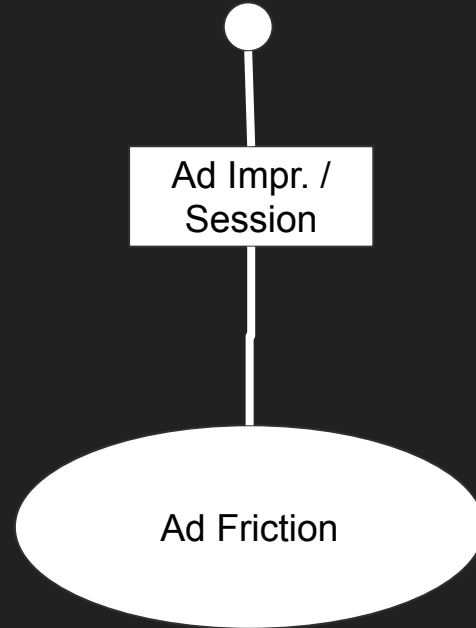
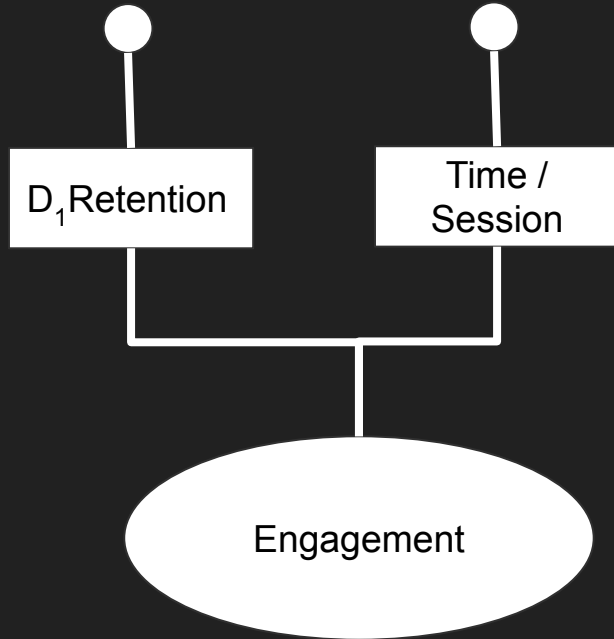
The diagram consists of two white, horizontally-oriented ovals on a dark gray background. The left oval contains the text 'Engagement' and the right oval contains the text 'Ad Friction'. There are no arrows or other graphical elements connecting the two ovals.

Ad Friction

Next... SEM (Structural Equation Modelling)



Next... SEM (Structural Equation Modelling)



Next... SEM (Structural Equation Modelling)

