

9 YEAR PARTNERSHIP RESULTED IN 35X REVENUE GROWTH

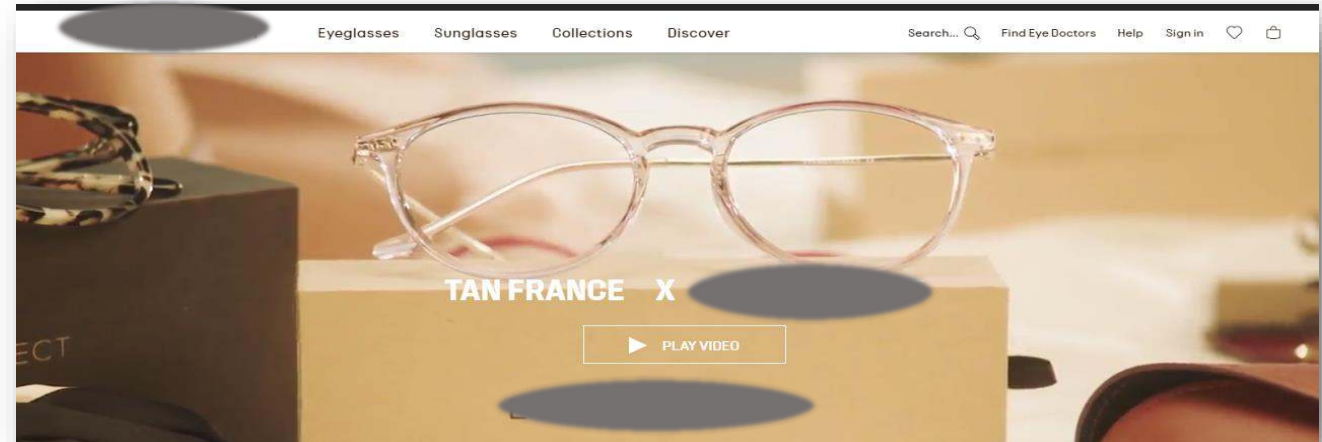
Business Challenges

- Increasingly competitive landscape
- Shifting traditional offline purchase behavior to online
- Spending efficiently across multiple channels

(un)Common Approach to PPC

- Revenue-based account management strategy
- Custom user messaging & audience segments
- Continuous expansion driven by ongoing, data-driven research & testing

(un)Common Results



Year-over-Year Revenue & ROAS

