INCREASED FOLLOWERS MORE THAN 5X IN THE FIRST 6 MONTHS OF THE ENGAGEMENT

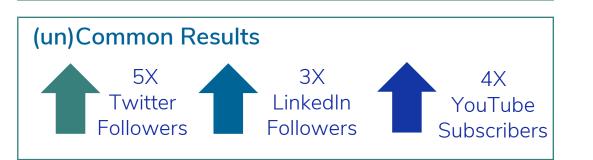
Business Challenges

(un) common

- Niche market category creation
- Lack of historical data and user insight

(un)Common Approach to PPC

- Frequent creative and audience testing
- Highly segmented audience structure
 - Combination of high reach and high intent users
- Customized messaging based on audience





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