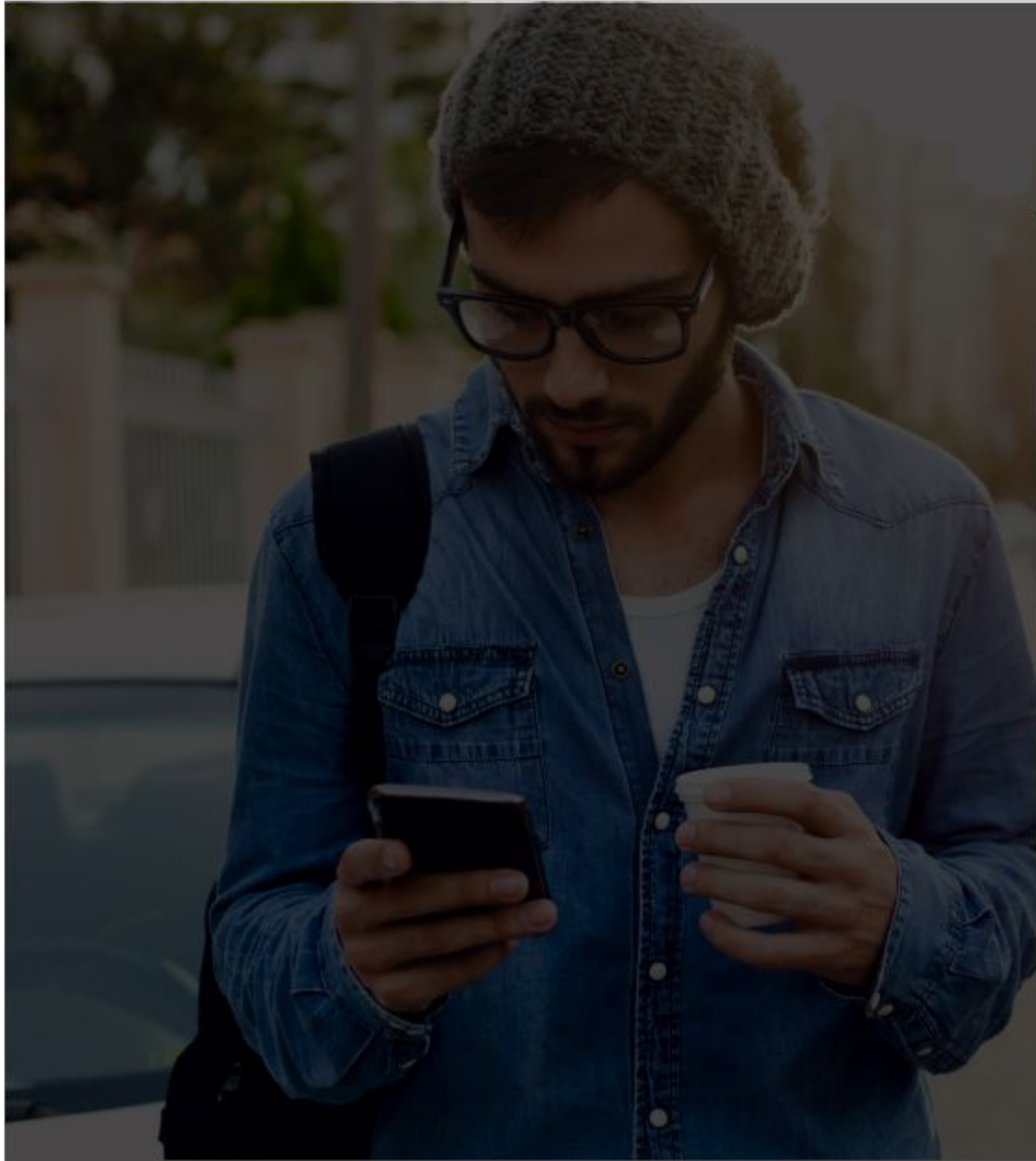




TM THE
MOBILE
GA GROWTH
AGENCY

**THE TMGA
WAY**



**WE ARE YOUR
TRANSPARENT,
PASSIONATE,
AND LEADING
ACCREDITED
RESOURCE IN APP
MARKETING.**



HEY THERE!

Dean Cohn here, Head of Strategy at The Mobile Growth Agency, or TMGA as you probably know us. We're the Big Numbers People. The data-obsessed crew of testing fanatics, delivering strong performance with bespoke app and game marketing strategies that cultivate memorable user experiences. Yes, we're here for week-over-week quick wins, but always with an eye towards your company's evolving strategic vision.

We are an ocean that refuses no rivers. We are a community-first clearinghouse of insights that we want to share with you – in your industry, geographies, and across your organization – to spread your story to new customers and stay connected with those customers you've already worked so hard to earn.

We are your transparent, passionate, and leading accredited resource in app marketing. We do this work because we are captivated with connecting your users to their own passions. This is serious business for us. We don't believe in short cuts or throwing darts at a board.

We believe in measured, scalable success, always seeking validated learning to share with you and the entire mobile marketplace. We've succeeded alongside companies like Greenlight, RetailMeNot, and Backflip Studios.

Now we'd love to open our playbook to you and lay out our proven process: what we do, why we do it, and how we achieve excellence in all we do – a continuous practiced process of acquisition, engagement, optimization, and ROI.

So climb on board.
Let us show you The TMGA Way.

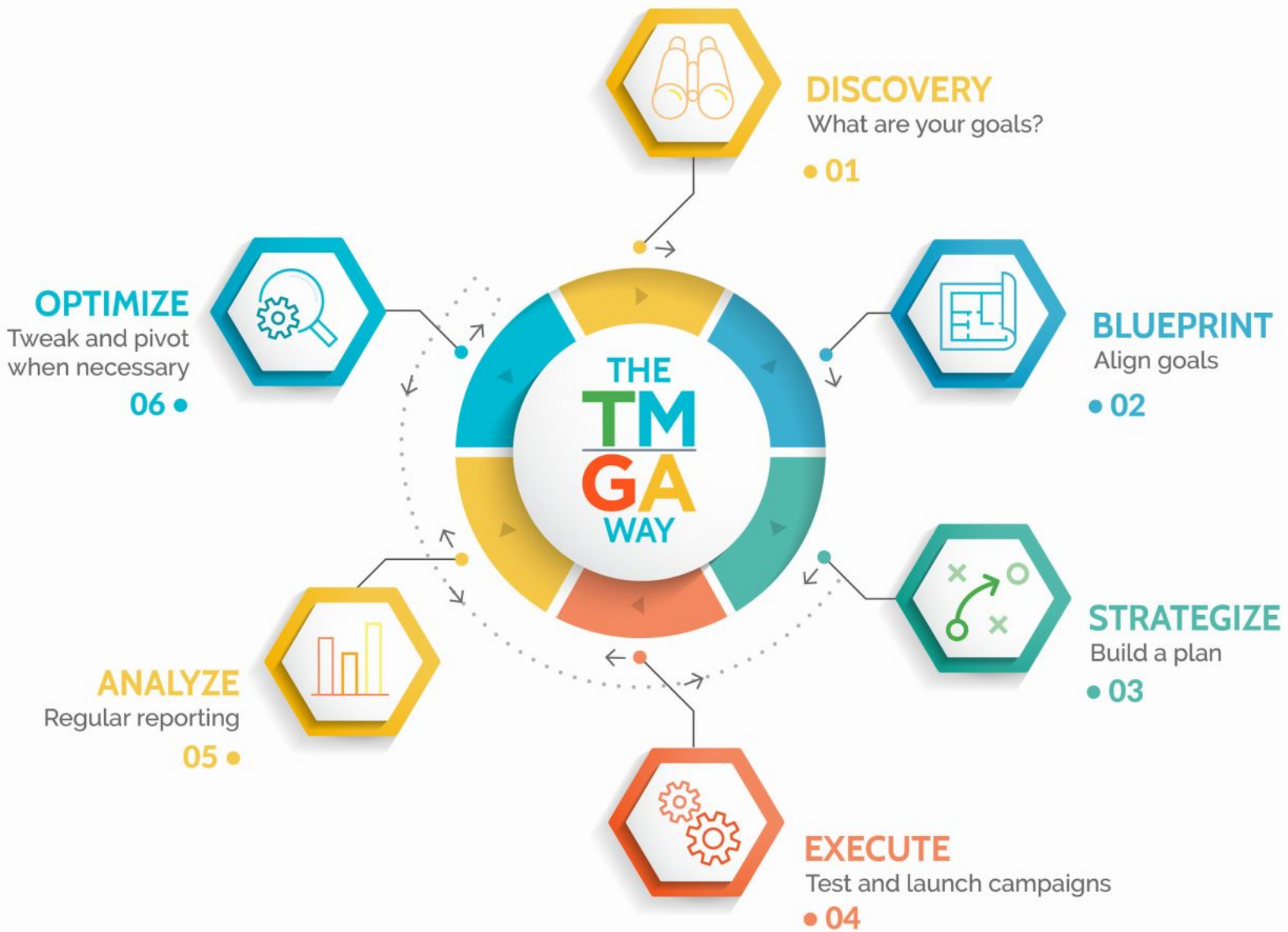


THE TMGA WAY



The TMGA Way is our proven six-step process that aligns our team with your strategic objectives to execute on personalized, performant app and game marketing strategies:

- 1) Discover**
- 2) Blueprint**
- 3) Strategize**
- 4) Execute**
- 5) Analyze**
- 6) Optimize**



TTM
GGA



TELL US ABOUT YOU. WHAT ARE YOUR GOALS?

STEP 1: DISCOVER

NOT ALL APPS ARE CREATED EQUAL.

At TMGA, integrity comes first. We take our value system seriously and only work with organizations whose values align with our own. So before we get ahead of ourselves, we like to go on a few dates to make sure we're a good match. We work with a limited number of clients at one time to maintain our top-notch quality of service and preserve the practice and process that makes our work stand out.

After that ice is broken, we are best served as a passenger in the conversation. We welcome all your questions. Tell us more about your value proposition and your strategic objectives. Don't be shy. What are your goals?

Think about it.

What will it mean for you, and your business, to meet those goals? How about exceed them? How deeply does mobile factor into your business plan? How are you adapting your app marketing strategy to new data regulations? How are you staying ahead of the marketing technology curve?

These are mission-critical, big-picture questions.

We're big-picture thinkers. We geek-out over brand identities and cohort data. We do our best work when we understand and optimize around not only your immediate acquisition KPIs, but how our partnership integrates into and supercharges your entire

marketing strategy. We never settle for a limited scope of view.

It's imperative that you understand the full scope of TMGA. Of course we do UA. We kick ass at it. But as you'll soon learn, we do so much more.

We are fortunate to have a practiced team with experience across verticals, company sizes, and app categories. This gives us a perspective that's hard to find. We understand that different companies in different industries in different geographies with different audiences and different offerings in different stages of the business cycle at different times of the year demand different things out of their app marketing (who would have thought?).

This discovery session represents the back-end of the sales process and the beginning of your mobile growth. By this point, we're ready to deliver. In one hour (or less), we can sit down together and map out what a partnership would look like.



STEP 2: BLUEPRINT WE WIN BEFORE WE BEGIN.

After we've found our fit, it's time to get dirt under our fingernails and develop the system that draws a straight line between your strategic vision and our campaign performance.

TMGA is a family of marketing nerds that studies hard. We do all our homework. We'll take a systematic look under the hood of your existing mobile solutions, audit your app and tech stack, analyze past data and competitors, as well as discuss KPSs and tradeoffs between competing KPIs.

We build an initial custom proposal for most clients within three business days of signing a contract with TMGA. This is not a boilerplate, one-size-fits-all template. You can leave your shoehorn and sewing kit at home. This slim-fit, 90-day solution for how to get ahead of your competitors is tailored exclusively to you.

Your comprehensive blueprint is broken down by channel into micro-plans, including monthly, weekly, and daily roadmaps for UA, creative strategy, CRM, what we need to add or remove from your tech stack, and our expectations for performance.

Only after every measurement is made will we strategically deploy an action plan for your optimal acquisition and engagement marketing. And our team of performance marketers moves fast. Many clients begin executing their blueprints within ten business days.

Your success rests in our deep appreciation for preparation and speed of service.



STEP 3: STRATEGIZE

NOW YOU'RE IN THE LOOP



Blueprint is essentially your first iteration of Strategize. Then once we complete steps four through six (Execute-Analyze-Optimize), we return to this crucial step.

It becomes more and more important the more loops we take through our process. Loops? Yes, loops. But we'll get to that in a second. We don't skip steps at TMGA.

We continuously fertilize your mobile growth by revisiting performance and refining KPIs and tactics should the real-life conditions on the road differ from what's on the map.

While on this journey, our team is always pressure testing and updating new tech toolkits that come to market quickly in this industry.

WE PLAN FOR:

USER ACQUISITION
(PAID & ORGANIC)

CREATIVE

CRM

TECH STACK

STEP 4: EXECUTE READY FOR LAUNCH.

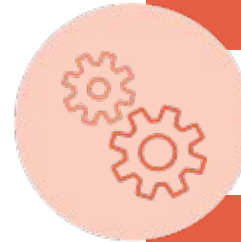
We've completed our preparations. Now the fun begins. In approximately ten business days, boots are on the ground deploying design concepts, sending out emails, implementing campaigns and dashboards, bringing you new users, and catalyzing mobile growth.

Whether it's a tried-and-true plan or your budget tolerates a moonshot, success is now within reach.

At TMGA, it's all systems flexible. We stress accountability in our mission to customer service. And we remain nimble and ready to pivot when goals change, even if those changes occur daily,

After we run for a week, we we can update your daily plan. After we run for a month, we can update your weekly plan.

Our process loop is in constant motion, focusing on disruptive ideas as well as established best practices, subjective POVs and objective research, incorporating new tech opportunities as they become available and filtering these new ideas to you.



TMGA SUPPORTS YOUR APP GROWTH WITH:

PAID SOCIAL

PAID SEARCH

PROGRAMMATIC ADS

INFLUENCER MARKETING

VIDEO MARKETING

CONNECTED TELEVISION (CTV)

APP STORE OPTIMIZATION (ASO)

RETARGETING

EMAIL MARKETING

PUSH NOTIFICATIONS

IN-APP MESSAGING

CREATIVE DESIGN TESTING



STEP 5: ANALYZE

LEARN TO WALK BEFORE YOU RUN.

At TMGA, our team is obsessed with learning. We are experienced analysts, not just ad buyers.



Data collection begins concurrently with the start of your blueprint execution. Our deep bench of strategists unleashes some serious analytics horsepower, tracking every campaign and regularly reporting this data to you with the right delivery cadence and metrics most meaningful to your stated objectives.

At minimum, you will receive a weekly report that shows how we're performing against your KPIs. We measure against short-term KPIs, some of which are early indicators of long-term KPIs. We compare against your overall business goals and provide feedback on needs for success.

NOW YOU'RE READY TO OPTIMIZE.



STEP 6: OPTIMIZE PROGRESS OVER PERFECTION.

At this point, we revisit your KPIs, relying on transparency when reporting all results - good or not good yet. We're hitting your KPIs? Awesome, it's time to level up. We're falling a little short? Hmmmm, maybe we don't have the right creative, maybe the KPS isn't realistic or even the right one, maybe we need new audience targets, new publishers to serve ads, a new bidding methodology, a new app store landing page. Whatever the combination, we'll figure it out and continually execute better to deliver success.

We are always searching for new ways to get better. We are constantly pulling levers as we go through this process loop again and again and again. And rest assured, all of these steps happen quickly to expedite results. We prioritize progress over perfection, but know that were always chasing a perfection that's specific to you.

TMGA optimizes around:
Creative
Publishers
Bidding and Budgeting
Methodology
Audience Types
Landing Page
Keywords
Device/OS
Interest
Geo



WE'RE JUST GETTING STARTED.

So about this loop we keep referencing. At TMGA, we believe there is no finish line. We are driven by a sense of perpetual optimization. Your campaigns can always be better tomorrow, so they will be better tomorrow.

When you complete the Optimize step with us, it isn't the end. We're just getting started. The next step is a return to Strategize, then Execute, then Analyze, then Optimize, then we do it all over again, forever accelerating this flywheel with a mindset of constant refinement and advancement. It's a ride that you don't ever have to get off of.

Where traditional agencies will run a campaign for 30 days, then pause everything to make a change, The TMGA Way is forever fluid. If results dictate it, we won't wait to return to Strategize until the next month or quarter with new goals and budgets.

This isn't a set-it-and-forget-it recipe. What comes next is informed by what comes before. If performance suggests bigger changes beyond minor tweaks in the Analyze step, we won't push ahead to Optimize. We might go all the way back to the drawing board then Strategize, Execute, Analyze, and Optimize again.

**IT'S A LOOP THAT'S NEVER PERFECT
AND NEVER STOPS.**

Launching an app or game marketing strategy is exciting, but yes, with a heavy pour of anxiety. Maybe paid social is up and running, but video networks are taking a little bit longer to frm up. If you don't have a specific product with a specific launch date, then you probably don't want to wait until all the horses are in the starting gate before going live. Let's launch now!

We can do that. There is no autopilot at TMGA. If social is ready this month, but video is not, we'll launch social to get those learnings. Some learnings beat no learnings. We don't practice waterfall project management because mobile marketing doesn't come loaded with a linear gameplan. Timelines for social versus search versus programmatic are all diferent. So it's about you. What's most important to you will be in our crosshairs.

We are a true extension of your in-house team. We specialize in app and game marketing and limit our laser-focus to app and game marketing. We are the experts at this stuf, serious professionals, committed to

always being available for you, and always fnding the switches to the big lamps that draw in the moths needed to grow your business.

Thanks for taking a moment to go through each step of The TMGA Way, our proven process for app and game marketing success. Mobile marketing is a team sport. So come huddle with us. We look forward to collaborating with you.

**Cheers!
Dean Cohn
Head of Strategy**





**WE'VE GOT
YOUR BACK.**

TM THE
GA MOBILE
GROWTH
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