

# IT'S TIME TO ACCELERATE YOUR EXPECTATIONS

WE DON'T DELIVER LEADS, WE ACQUIRE CUSTOMERS



**SCALE & GROW  
YOUR BUSINESS**



# WHO WE ARE

## QUALITY & PERFORMANCE

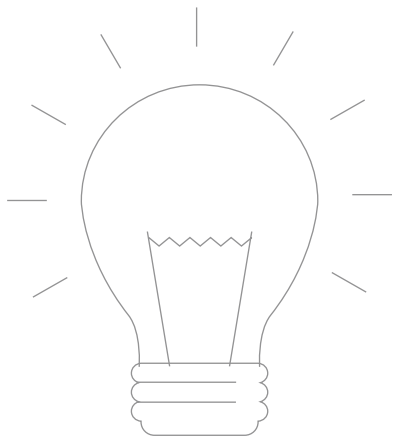
Imagine a company that acquires engaged and exclusive customers delivered to your team real-time. Imagine a partner that optimizes with your feedback, whose internal media and product experts are dedicated to maximizing your growth potential. A4D is a highly reputable, full service digital performance agency, successful in multiple verticals with over 10,000,000 new customers acquired and counting.

Partner with us!

## UNMATCHED DIGITAL INNOVATION

A4D takes intuitive technology, relentless innovation, optimization and uninhibited team performance and turns them into an effective, highly profitable lead acquisition experiences for our customers to help accelerate their growth potential. By keeping the entire lead acquisition process within own network, we control the quality of the advertising funnel guaranteeing the best results for our customers.

# WHAT MAKES US DIFFERENT



1.

## APPROACH

- Consultative approach and relationship with merchant.
- High Standards for merchant selection and campaign approval.
- Detailed assessment of merchant's campaigns, state of their organization, company goals and dedication or resources.

2.

## RELATIONSHIPS

- Actively involved with traffic providers to ensure success of our selected campaigns.
- Hour by Hour analysis of traffic and channels.
- Constant, immersive communication with merchants.

3.

## EXPERIENCE

- Acquired 20MM+ customers across 100 Verticals.
- Understanding the needs of virtually all online business models and have experience formulating campaigns to those specific needs.

# WHAT WE DO

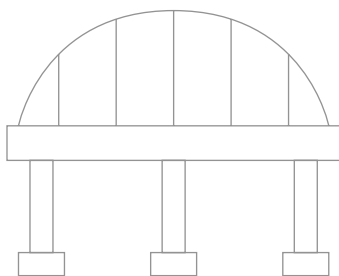
## We Help Businesses **SCALE**

Our optimized offers and traffic originate on our network which keeps conversions and retention rates high. Our leads are exclusive, sold real-time through our marketplace to the highest bidder.

By focusing on customer acquisition with a constant feedback loop, we can zero in on acquiring the most engaged customers, and eliminate all sources of leads that do not meet your standards, to help you scale fast.

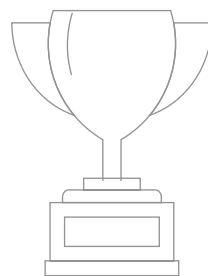
## WE PROVIDE SOLUTIONS FOR MERCHANTS WHO...

Have the infrastructure  
for growth.



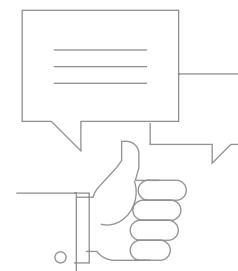
**INFRASTRUCTURE**

Have seen initial success on  
a smaller level/channel.



**SUCCESS**

Are ready for hypergrowth  
through scaled  
customer acquisition.



**HYPERGROWTH**

# OUR EXPERIENCE



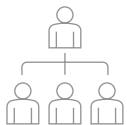
## PROPRIETARY ALGORITHMS

Our personalization engine creates custom user experiences to optimize conversion rates and to help acquire higher quality users.



## VIDEO SPLIT TESTING

Stop wasting time. Drive sales with our patent pending, multivariate, split testing platform. View: [Viderian.com](http://Viderian.com).



## GAMIFICATION TRAINING PROGRAMS

Maximize the value of your training through the gamification of education, proven to positively affect the brain's function and agility.

View: [pixlwise.com](http://pixlwise.com)



## PRODUCT BUILDING

We build personalized marketing funnels that save you time and accelerate your growth potential. View: [powerchutepro.com](http://powerchutepro.com)



## USER ACQUISITION

We source only the highest quality traffic and work only with the most successful, consistently performing publishers.



## CONSULTING & COACHING

A4D hosts annual Performance Summit for marketers around the world to share innovative marketing and advertising strategies.

We don't deliver leads. We acquire customers by leveraging innovative technologies in online marketing and catering scalable custom solutions.

## OUR EXPERIENCE

A4D Inc., is a highly reputable, full service digital performance agency, successful in multiple verticals with over 10MM new customers acquired and counting. The primary channels that A4D utilizes

to acquire consumers is through media placements on Social, Search and Display channels. A4D secures these placements internally and through deep proprietary partnerships.



**STARTUPALLEY.COM**

Educational game to teach the principles of media buying to entry level users.



**V I D E R I A N<sup>®</sup>**

**VIDERIAN.COM**

Patented, Multivariate video split testing platform to drive sales.



**A4D.COM**

Leading user-acquisition focused advertising network which is a subsidiary of A4D Inc.

# OUR RESULTS

ACQUIRED CUSTOMERS  
+20MM

At A4D, we are leaders in the online marketing space and provide the best solutions for our advertisers. After working with thousands of advertisers, we know you care about one thing: quality. We look forward to delivering your next customers.

VERTICALS  
+100

- Top industry experts with 35 years of experience.
- 100% Qualified, real-time leads to close more deals.
- Premium traffic. High quality, reliable traffic sources.
- Easy signup and implementation.
- Fast results; gets your campaign live immediately.
- Exclusive internal offers.
- High network capacity.

CLIENTS  
+3,000

Dreaming big is no small feat! We never take a break from innovative breakthroughs, and at A4D, we are focused on pioneering advertising strategies for the multiple verticals that save time, money and worry to help you scale your business quickly.



**// Fear is not holding you back. Lack of  
vision to see what's possible is. //**

~ Jason Akatiff, CEO

# CASE STUDY



## CHALLENGE

**Whatever you think...Think the opposite.**

Pimsleur team had a dilemma to solve...With a well established heritage and high quality, sought after language learning products built on solid teaching principles, the company's growth was stunted while the language learning market was rapidly expanding. The team knew they needed an experienced marketing partner who could help them expand their reach and scale the company.

## SOLUTION

Upon initial evaluation, A4D realized that the client's efforts were focused on a narrow demographic of women in their mid 30s, and their limited marketing done through email and social media did not produce the growth results they expected. A4D expanded the reach to include men who love the thrill of adventure and created a campaign that inspired them to travel and learn new languages.

To start with, A4D conducted a Facebook test and analyzed previous campaign data to identify high CPC and low CTR. We then created a strategy and retargetted the message to speak to men in their 30s+, who love the thrill of adventure.

The results speak for themselves and the lesson here is to iterate, test and challenge all thinking and assumptions until the results reflect the expected outcome.

# RESULTS

Sales increased to well over 500 orders per day on FaceBook alone. Expanded to Direct site buys, Google Display Network, Yahoo and Native channels. 327% increase in Gross Revenue.



**No Success** with e-mail, search, Facebook, and display.

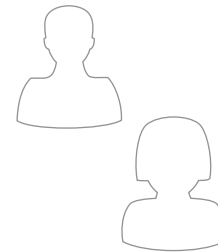
## CHALLENGE



**Initial** Facebook testing.



**Analyzed** previous campaign data: CPC and CTR.



**Developed** strategy for double targeted demographic for both female and male.

## A4D SOLUTION

### EXPANDED

Network To Direct Site Buys, GDN, Yahoo, Native

500 /day  
Orders on Facebook

327%  
Gross Revenue

# CASE STUDY



## CHALLENGE

**Start from scratch...First impressions matter.**

“Plan My Funeral” offer was inspired by BBC’s documentary and a report on the rising costs of burial in UK caused by the shortage of land creating a business opportunity for iDebt to bring insurance and financial solutions to those who like to plan ahead for the inevitable.

iDebt invested time and effort marketing through email, display ads and FB with 3rd party affiliates but nothing worked and they ended up with a terrible quality which prevented them from growing or scaling.

Two years ago iDebt came to A4D with an offer for our network to drive email traffic, a difficult sell which resulted in little interest from the affiliates. They needed a strategic partner to chizzle a comprehensive plan trusting the opportunity is significant enough to invest efforts.

Ultimately, iDebt was interested in leads for qualified customers and needed a solution.

## SOLUTION

iDebt needed a partner they could trust who would generate them qualified leads. A4D identified that in order to properly optimize the funnel to meet iDebt’s acquisition goals that the best solution would be for A4D to start from scratch. A4D created a new brand “Cover My Funeral” and began optimizing towards cost per lead and cost per acquisition goals. The revitalized funnel generated leads that instantly converted at a lower cost per lead as well as maintaining the conversion rate into paid customers.

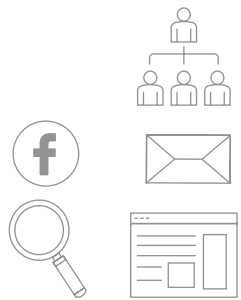
Few key factors that makes iDebt highly successful:

- A true partnership based on daily communication and mutual respect.
- Complete feedback loop and data transparency in both directions.
- Disposition reports on a daily basis.
- Exceptional quality call center with impressive closing rates and unmatched customer service that A4D trusted.

The soaring profits helped iDebt grow internally with A4D as their primary partner for Display traffic. As a performance based agency, we invest in our clients so it’s imperative to have a relationship focused on quality and growth.

# RESULTS

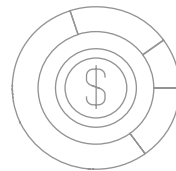
Conversion rate on site doubled. Increase lead-to-close conversion rate by 47.2% from 6.1% to 9.3%. Increased user intent. From 95% email traffic and 5% display/search/other to 85% display / Native / Social and 15% other. Consistently delivered flow at optimum pace for floor capacity.



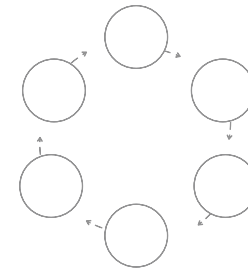
**No Success** with e-mail, search, Facebook, display, and affiliates.



**Test** offer displays and website.



**Ran** \$100,000 in media buys to generate leads.



**Optimized** process by A4D site feedback, and feedback loop for ad level.

**CHALLENGE**

**A4D SOLUTION**

Increased Lead-To-Close Conversion Rates

**47.2%**  
(6.1 to 9.3%)

**INCREASED**  
Leads On All  
Marketing Channels

**85%**  
Display / Native / Social

**95%**  
Email Traffic

**15%**  
Other



## READY TO ACQUIRE MORE CUSTOMERS & SUPERCHARGE YOUR GROWTH?

Ask us how successful companies fuel growth with A4D by calling **760.888.0229**, and talk to one of our business development leads. They'll be happy to share their best strategies, and develop a custom plan for your business.



A4D.COM