



Marketing Performance

2021-Q4 through 2022-Q3

Agenda

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Overall Performance

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Webinar Performance

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Paid Media



01.

Overall Performance



Inbound Channel Performance Overview

- Webinars were a strong volume play throughout the funnel, including revenue.
- Once opps were created, they generally converted at similar rates regardless of channel.

	MQLs	% of Total	Opps	% of Total	IOs	IO % of Total	Net Revenue	% of Total	Opp-to-IO CR
Get Started	497	6%	206	32%	76	30%		20%	37%
Webinar	3,672	45%	176	27%	79	31%		36%	45%
Reports	2,191	27%	110	17%	42	17%		30%	38%
Events	1,777	22%	159	24%	56	22%		14%	35%
TOTAL	8,137		651		253				39%



Inbound HV+, HV, & V Prospects (New Logo only)

- Webinars are the strongest inbound channel for high-value prospects. Highest volume, revenue, and conversion rate.
- Reports are the weakest with lows across the board. Reports influence more revenue at lower tiers than at higher tiers.

	Opp	Pct of Total	IO	Pct of Total	Net Revenue	Pct of Total	Opp to IO CR
Get Started	59	19%	25	19%	██████	25%	42%
Webinar	101	32%	51	40%	██████	47%	50%
Reports	57	18%	19	15%	██████	7%	33%
Events	88	28%	34	26%	██████	20%	39%
TOTAL	305		135		██████		43%



New Logos Created

- Marketing plays an instrumental role in winning new logos with ~90% (441) of new IOs and subsequent revenue having marketing involvement.

	IOs		Net Revenue	
	#	Pct of Total		Pct of Total
Assist	195	39%		44%
Inbound	246	49%		47%
No Assist	65	13%		10%
TOTAL	506			



New Logos Closed

- 486 New Logos closed over the past 12 months with marketing influence.
- [REDACTED] in Net Revenue from those IOs.

	Inbound IOs	Net Revenue	NR Top 3 Tiers %
Get Started	79	[REDACTED]	59%
Webinar	87	[REDACTED]	64%
Reports	42	[REDACTED]	33%
Events	59	[REDACTED]	75%
TOTAL	267	[REDACTED]	62%

	IOs	Net Revenue	NR Top 3 Tiers %
Assisted	216	[REDACTED]	84%
No Assist	70	[REDACTED]	59%



02.

Get Started Performance



Get Started Performance

- Of the New Logo opportunities from Get Started, roughly one-third were from the top 3 prospect tiers (HV+, HV, V).

279 Total Opps						
Generated			Assisted			
187 (67%)			92 (33%)			
	#Opps	Net Rev	NR % Top Tiers	#Opps	Net Rev	NR % Top Tiers
New Logo	169		58%	58		26%
Reactivation	14		67%	7		100%
Expansion	4		100%	27		73%



03.

Report Performance



Report Performance Overview

- 29 reports contributed to new opportunities in the past year
- 21 reports influenced IOs and Net Revenue
 - Top Reports for influencing Net Revenue
 1. 2021 Social Casino
 2. 2021 Mobile Game Video Ads Analysis - Vungle
 3. 2021 Mobile Ad Creative Index
 4. 2021 Shopping Apps
 5. 2022 Ad Creative Index
- Average Opp-to-IO conversion rate was 36%



Report Performance Q4'21 - Q3'22

Campaign Name	MQLs	Total Opp	% Asst Opp	% Gen Opp	Total IO	% Asst IO	% Gen IO	Net Revenue	Opp-to-IO CR
2021 Social Casino	319	113	89%	11%	76	92%	8%		67%
2021 Mobile Game Video Ads Analysis - Vungle	287	123	94%	6%	57	98%	2%		42%
2021 Mobile Ad Creative Index	873	121	93%	7%	55	95%	5%		45%
2021 Shopping Apps	265	86	88%	12%	34	85%	15%		40%
2022 Ad Creative Index	848	201	94%	6%	77	95%	5%		38%
2021 Casual Gaming	648	136	96%	4%	60	97%	3%		44%
2021 Finance	332	44	84%	16%	12	75%	25%		27%
2021 Finance - App Annie	251	15	100%	0%	8	100%	0%		53%
2021 Shopping Apps - App Annie	127	23	83%	17%	14	86%	14%		61%
2020 Gaming Apps	860	56	91%	9%	27	89%	11%		48%
2020 Mobile Apps Trend	876	36	94%	6%	18	94%	6%		50%
2021 In-App Ad Placement Revenue	117	47	100%	0%	26	100%	0%		55%
2019 Japan Engagement	197	4	100%	0%	4	100%	0%		100%
2022 Dating Apps	293	86	94%	6%	36	89%	11%		42%
2022 Guide to Scaling Mobile Apps	252	66	94%	6%	21	100%	0%		32%

MQLs show leads created within the past year. Opps & IOs show opportunities created within the past year regardless of the opp's MQL date. Therefore, an MQL-to-Opp conversion rate metric would not be valid in this chart.

Report Performance Q4'21 - Q3'22

Campaign Name	MQLs	Total Opp	% Asst Opp	% Gen Opp	Total IO	% Asst IO	% Gen IO	Net Revenue	Opp-to-IO CR
2022 Subscription Apps	406	67	82%	18%	14	79%	21%		21%
2022 Subscription Apps - AppsFlyer	461	69	87%	13%	16	75%	25%		23%
2020 Shopping Apps	231	5	100%	0%	5	100%	0%		100%
2022 Casual Gaming	375	55	93%	7%	17	94%	6%		31%
2022 Shopping Apps	222	33	97%	3%	9	89%	11%		27%
2019 Southeast Asia Apps	191	1	100%	0%	1	100%	0%		100%
2020 Creative Index	533	1	100%	0%	0	0%	0%		0%
2018 Dating Apps	194	1	100%	0%	0	0%	0%		0%
2022 Finance	108	13	100%	0%	0	0%	0%		0%
2017 Guide to Marketing Gaming Apps	56	1	100%	0%	0	0%	0%		0%
2019 Japan Engagement - Adjust	178	1	100%	0%	0	0%	0%		0%
2019 Mobile Apps Trend	1,036	2	100%	0%	0	0%	0%		0%
2017 Subscription Apps	474	1	100%	0%	0	0%	0%		0%
2021 Mobile Game Video Ads Analysis	4	1	100%	0%	0	0%	0%		0%

MQLs show leads created within the past year. Opps & IOs show opportunities created within the past year regardless of the opp's MQL date. Therefore, an MQL-to-Opp conversion rate metric would not be valid in this chart.

Report Opportunities – New Logos

Campaign Name	Asst Opp	Asst Opps % New Logo	Gen Opp	% Gen Opp New Logo	Net Revenue
2021 Social Casino	101	44%	12	100%	
2021 Mobile Game Video Ads Analysis – Vungle	117	64%	7	100%	
2021 Mobile Ad Creative Index	112	68%	9	100%	
2021 Shopping Apps	76	74%	10	100%	
2022 Ad Creative Index	188	69%	13	100%	
2021 Casual Gaming	131	64%	5	100%	
2021 Finance	37	73%	7	100%	
2021 Finance – App Annie	15	73%	0	100%	
2021 Shopping Apps – App Annie	19	26%	4	100%	
2020 Gaming Apps	51	67%	5	100%	
2020 Mobile Apps Trend	34	71%	2	100%	
2021 In-App Ad Placement Revenue	47	53%	0	100%	
2019 Japan Engagement	4	50%	0	100%	
2022 Dating Apps	81	84%	5	100%	

Report Opportunities – New Logos

Campaign Name	Asst Opp	Asst Opps % New Logo	Gen Opp	% Gen Opp New Logo	Net Revenue
2022 Guide to Scaling Mobile Apps	62	63%	4	100%	
2022 Subscription Apps	55	84%	12	100%	
2022 Subscription Apps - AppsFlyer	60	50%	9	100%	
2020 Shopping Apps	5	40%	0	100%	
2022 Casual Gaming	51	57%	4	100%	
2022 Shopping Apps	32	72%	1	100%	
2019 Southeast Asia Apps	1	100%	0	100%	
2020 Creative Index	1	100%	0	100%	
2018 Dating Apps	1	100%	0	100%	
2022 Finance	13	100%	0	100%	
2017 Guide to Marketing Gaming Apps	1	100%	0	100%	
2019 Japan Engagement - Adjust	1	100%	0	100%	
2019 Mobile Apps Trend	2	100%	0	100%	
2017 Subscription Apps	1	0%	0	100%	
2021 Mobile Game Video Ads Analysis	1	100%	0	100%	

Report Performance – Key Takeaways

- Top Reports for influencing Net Revenue
 1. 2021 Social Casino
 2. 2021 Mobile Game Video Ads Analysis – Vungle
 3. 2021 Mobile Ad Creative Index
 4. 2021 Shopping Apps
 5. 2022 Ad Creative Index
- Social Casino contributed to [REDACTED] in Net Revenue and influenced the 2nd most IO
 - 89% Asst Opp (44% New Logo), 11% Gen Opp
 - 92% Asst IO, 8% Gen IO
 - 67% Opp converted into IO
- On average 70% Report Asst Opps are New Logos



04.

Webinar Performance



Webinar Performance Overview

Webinars conducted past 12 months

- Unsurprisingly, webinars with the highest MQL volume and subsequent revenue were those conducted with a partner.
 - 5 of the top 6 were partnerships with Singular (based on MQL volume).
- Average MQL-to-Opp conversion rate was 29% for webinars conducted prior to April 2022.
- Individual Campaign Notes (webinars conducted last 12 months)
 - *Creative Strategies for Gaming Apps* was top 5 in IO volume and top 10 in MQL volume.
 - *SKAdNetwork Webinar-Singular* was second in IO volume while ranking 4th in MQL volume.
 - *Singular Rovio SKAN* had 6th-highest MQL & IO volumes.
 - *Singular-Future-of-UA* broke the 1,000 MQL barrier (1,079) and is connected to 60 IOs.



Webinars Produced Last 12 Months

	MQLs	Total Opps	% Gen Opps	Total IO	% Gen IO	Opp to IO CR	Total Net Rev	Gen NR % of Ttl
Creative Strategies for Gaming Apps	234	73	10%	36	8%	48%		2%
SKAdNetwork Webinar-Singular-11-9	640	176	13%	88	16%	48%		24%
Maximizing iOS UA-Singular	736	214	10%	94	15%	41%		7%
Social Casino Apps Report-GCR	105	22		17		71%		0%
Top Gaming App Trends in APAC	89	19	16%	9	33%	47%		97%
Midcore Gaming Apps Webinar-GCR	154	26	8%	21	5%	71%		0%
Singular-State-of-UA-Roundtable-03.30.2022	742	169	5%	63	3%	37%		0%
Singular-Future-of-UA-31.05.2022	1,079	196	6%	60	12%	30%		5%
Midcore Gaming Monetization w/ IronSource & Social Peta	178	21	10%	16	13%	65%		0%
Russian Gaming Apps Webinar	99	21	5%	13		61%		0%
GCR State of Gaming AppsFlyer IronSource	519	33	9%	25	8%	68%		6%
Social Casino Apps Report-NAMER	51	14		11		70%		0%
Social Casino Apps Report-EMEA	100	20		14		61%		0%
Mobile Ad Creative	207	59	2%	24		41%		0%
JP App Marketing Year in Review	118	43	14%	14	7%	26%		1%

Webinars Produced Last 12 Months ctd.

	MQLs	Total Opps	% Gen Opps	Total IO	% Gen IO	Opp to IO CR	Total Net Rev	Gen NR % of Ttl
GCR Ad Creative Webinar	324	27	4%	17	6%	64%		7%
Cryptocurrency Webinar	98	30	10%	16	13%	48%		12%
Winning-Strategies-for-Subscription-Apps	210	50	10%	16		31%		
Dating Apps Report	132	26	12%	12		43%		
The Future of the Web with Tinuiti	156	36	8%	14	7%	36%		5%
Women in Mobile Americas	124	19	16%	10		55%		
GCR Taking Your App Global w/ data.ai & Adjust	241	20	10%	13		52%		
Singular-Rovio-SKAN	507	94	6%	27	7%	26%		1%
Marketing Social Apps SEA	45	12		5		46%		
Fintech-data-ai	43	9		3		33%		
Subscription Apps NAMER	233	26	8%	7		28%		
Social Apps Webinar-KR	135	26	27%	7	14%	25%		26%
Shopping Apps NAMER	89	18		5		28%		
Women in Mobile EMEA	92	19		8		42%		
JP Ask a Dating App Marketer Marketing Tips	28	12	33%	3	33%	25%		93%

Webinars Produced Last 12 Months ctd.

	MQLs	Total Opps	% Gen Opps	Total IO	% Gen IO	Opp to IO CR	Total Net Rev	Gen NR % of Ttl
JP Women in Mobile	18	16		7		39%	████	0%
JP Adjust Ad Fraud	76	29	28%	11	36%	38%	████	83%
KR Finance App Marketing	68	12	33%	3	67%	25%	████	54%
Shopping Apps LATAM	26	7	14%	4	25%	57%	████	71%
JP IronSource In-app Bidding	65	17	6%	5	20%	30%	████	39%
In-App-Bidding-KR	57	8		1		10%	████	0%
GCR Casual Gaming Webinar	172	3	33%	1	100%	25%	████	100%
JP App Annie Shopping Apps Webinar	28	10	50%	3	33%	23%	████	100%
Optimizing the Entire Growth Loop by Singular	51	14	14%	1		7%	████	0%
GCR App Monetization Trends Webinar	203	1		0		0%	████	
GCR Global Mobile Trends Webinar	113	1		0		33%	████	
GR-Challenges Developers Are Experiencing	90	4		0		8%	████	
GR-Deep Dive Into Blizzard's Diablo: Immortal-EMEA	32	4		0		0%	████	
India Webinar w/AppsFlyer	59	2		0		50%	████	

Opportunities Associated to Previous Webinars

Webinars conducted prior to Q4-2021

- Past webinars were connected to opps & IOs created in the past twelve months:
 - 521 Opps
 - 249 IOs
- The lasting contribution of webinars indicates it could be beneficial to execute a content repurposing strategy to further extend this impact.



Opportunities Associated to Previous Webinars

	Total Opps	% Gen Opps	Total IO	% Gen IO	Opp to IO CR	Total Net Rev	Gen NR % of Ttl	Gen Net Rev
AppsFlyer Winning on iOS 14	33	3%	20		56%	██████		
State of iOS UA with Singular	113	9%	60	7%	50%	██████	39%	██████
Ads Creative Strategies on iOS 14.5	36	3%	21		53%	██████		
Singular iOS 14 Webinar	26		15		51%	██████		
Casual Gaming Apps Report-APAC	13		7		34%	██████		
iOS 14.5 Aftermath-Singular	66	6%	32	6%	46%	██████	18%	██████
Casual Gaming Apps Report-NAMER	14	14%	6	17%	51%	██████	1%	██████
Post-IDFA Impact Webinar-Fyber & Singular	26	4%	14	7%	55%	██████	6%	██████
Finance Apps Report-EMEA	7		4		57%	██████		
Shopping Apps Report-EMEA	11		9		69%	██████		
Adjust App Marketing	23	17%	9	33%	29%	██████	95%	██████
Shopping Apps Report-NAMER	25		8		31%	██████		
Shopping Apps Report-KR	12	8%	6	17%	41%	██████	1%	██████
Shopping Apps Report-INSEAU	15		7		44%	██████		

Opportunities Associated to Previous Webinars ctd.

	Total Opps	% Gen Opps	Total IO	% Gen IO	Opp to IO CR	Total Net Rev	Gen NR % of Ttl	Gen Net Rev
Tinuiti IDFA Webinar	3		1		51%	████		
Mobile Media Buying & Attribution on SKAdNetwork	6		3		63%	████		
Finance Apps Report-NAMER	4		3		53%	████		
How Publishers Can Prepare for Apple's IDFA Change	6		2		52%	████		
AppsFlyer Post IDFA Gaming	21	5%	7	14%	30%	████	72%	████
Post IDFA Marketing with Vungle and Singular-KR	7		4		44%	████		
KR 60D after iOS 14.5: early learnings	12	8%	2		35%	████		
GR webinar (KR)	5		2		33%	████		
Designing Ads for a Post-IDFA World-EMEA	1		1		39%	████		
Finance Apps Report-LATAM	4		1		39%	████		
Practical guide for mobile shopping app marketing-KR	2		1		50%	████		
GCR 60D after iOS 14.5: early learnings	4		2		67%	████		
IDFA Deprecation GCR	4		2		75%	████		
{all others}	22		0		0%	██		

05.

Event Performance



Event Performance Overview

- A total of 69 events (see campaign lists in follow slides for performance figures):
 - EMEA - 37 - top events mostly conferences
 - APAC - 11 - beer attracts leads; MH leading net revenue contribution
 - AMER - 21 -
- 22 events from before Q4-2021 were attached to opps created in the past twelve months:
 - EMEA - 5 events
 - APAC - 11 events
 - AMER - 6 events
- Global MH Lunch Clubs contribute almost exclusively by assisted opps rather than generated



Events Last 12 Months – EMEA

	MQLs	Total Opps	% Gen Opps	Total IO	% Gen IO	CR Opp to IO	Total Net Rev	Asst Net Rev	Gen Net Rev	Asst NR % of Ttl	Gen NR % of Ttl
EV-AGS Berlin-2021-09-30	308	43	21%	19	16%	44%				85%	15%
EV-App-Promotion-Summit-Berlin-2021-12-02	76	24	13%	12		50%				100%	0%
EV-Mobile Heroes Supper Club-Berlin-2022-06-23	23	4	25%	2		50%				100%	0%
EV-White Nights Istanbul-2022-06-07	197	44	30%	20	25%	45%				22%	78%
EV-White Nights Istanbul Yacht Party -2022-06-07	33	10	40%	5	40%	50%				91%	9%
EV-AGS Berlin-2022-05-12	242	29	14%	10	10%	34%				92%	8%
EV-White Nights Berlin-2022-02-07	90	10	20%	8	13%	80%				96%	4%
EV-Mobile Heroes Eastern Europe Lunch Club 2021	30	10		7		70%				100%	0%
EV-Mobile Heroes Summit EMEA-2022-05-18	30	5		3		60%				100%	0%
EV-Israel Mobile Summit 2022-06-22	63	11	27%	5	60%	45%				55%	45%
EV-Liftoff+Vungle Christmas Drinks-London-2021-12-08	21	5		4		80%				100%	0%
EV-Liftoff+Vungle White Night Publisher VIP Dinner-Berlin-2022-02-07	15	5	20%	4	25%	80%				30%	70%
EV-GamesForum-2022-02-10	42	8	25%	5		63%				100%	0%
EV-Liftoff+Vungle Pocketgamer VIP Dinner-London-2022-02-15	25	6	50%	4	50%	67%				0%	100%
EV-Liftoff Summer Party-London-2022-06-29	25	5	20%	2		40%				100%	0%
EV-Liftoff+Vungle Drinks-London-2021-10-21	19	2		2		100%				100%	0%
EV-Women in Mobile-LaunchParty-London-2022-04-27	10	5		2		40%				100%	0%
EV-Liftoff+Vungle Pocketgamer Publisher Dinner-London-2022-02-15	18	6		2		33%				100%	0%
EV-The-Digital-Bash-Virtual-2021-12-09	40	3		1		33%				100%	0%
EV-Dubai Seamless-2022-05-31	19	3	100%	1	100%	33%				0%	100%
EV-Liftoff+Vungle White Nights Advertisement Dinner-Berlin-2022-02-07	13	3	33%	2	50%	67%				90%	10%
EV-Liftoff+Vungle MWC VIP Dinner-Barcelona-2022-03-01	15	1		1		100%				100%	0%
EV - Istanbul Networking Reception with AppsFlyer -2022-06-09	14	4	75%	1		25%				100%	0%
EV-Nordic Game 2022-05-17	25	5		1		20%				100%	0%
EV-Mobidictum Izmir-2022-05-13	12	5	80%	1	100%	20%				0%	100%
EV-Mobidictum-09-05-2022	247	8	13%			0%					
EV-d3con-2022-04-26	107	6				0%					
EV-MobidictumTurkey-2022-01-27	28	6	50%	1		17%					
EV - Israel VIP Dinner with AppsFlyer -2022-06-22	21	6	33%	2	50%	33%					

Events Last 12 Months – APAC

	MQLs	Total Opps	% Gen Opps	Total IO	% Gen IO	CR Opp to IO	Total Net Rev	Asst Net Rev	Gen Net Rev
EV-Gaming Quiz Night-AppsFlyer-KR-11-10-2021	23	8	13%	5	20%	63%	■	■	■
EV-WB-MHK Online Summit-2021-12-09	45	22	14%	5	20%	23%	■	■	■
EV-JP Mobile Heroes Meetup Vol.2 -06-22-2022	35	9	67%	3	100%	33%	■		■
EV-INSEAU LV Workshop-2021-11-25	18	4		1		25%	■	■	
EV-Korea in Mobile-Adjust-KR-08-11-2022	18	2	100%	1	100%	50%	■		■
EV-JP Beer on a Boat w/Adjust -09.01.2022	60	4	75%	1		25%	■	■	
EV-JP Mobile Heroes Meetup-12-09-2021	29	5	40%	1		20%			
EV-JP App Monetisation Seminar & Networking -08-24-2022	22	4				0%			
EV-SIMC Sendenkaigi w/AppsFlyer & data.ai -2022-06-09	20	1				0%			
EV-MH-KR-March Dinner Club-2022	4	2				0%			
EV-MH-KR-May Dinner Club-2022	11	3	33%	1		33%	■	■	

Events Last 12 Months – Americas

Campaign Name	MQLs	Total Opps	% Gen Opps	Total IO	% Gen IO	CR Opp to IO	Total Net Rev	Asst Net Rev	Gen Net Rev	Asst NR % of Ttl	Gen NR % of Ttl
EV-GDC VIP Dinner-2022.3.24	41	9	11%	4		44%				100%	0%
EV-MAU Connect-2021-11-15	32	11	27%	3	33%	27%				99%	1%
EV-GDC Sales Dinners 2022-03-21	9	3		2		67%				100%	0%
EV-Happy Hour Americas BR-2021-11-11	48	13	23%	9	33%	69%				8%	92%
EV-MAU Client Dinners and Entertainment-2022.06.06	71	7	14%	5		71%				100%	0%
EV-AGS NYC-2021-10-27	90	18	33%	9	11%	50%				79%	21%
EV-MAU Party-2022.06.06	98	15	7%	7		47%				100%	0%
EV-Adjust John Mayer Concert-2022-03-18	12	10		4		40%				100%	0%
EV-MAU Meetings-2022.06.06	0	13	23%	2		15%				100%	0%
EV-MAU Mobile Heroes Dinner-2022-06-07	14	6	50%	2	50%	33%				95%	5%
EV-MAU Booth-2022.06.06	34	4	25%	1		25%				100%	0%
EV-GDC-2022.3.21	16	5	20%	3		60%				100%	0%
EV-AGS NY Free Headshots	0	4	25%	2		50%				100%	0%
EV-AppsFlyer Finance Summit-2022-07-19	6	4	50%	2	50%	50%				59%	41%
EV-Holiday Happy Hour SF-12-9-2021	13	3		3		100%				100%	0%
EV-AGS São Paulo-2022-06-30	109	15	53%	5	60%	33%				89%	11%
EV-Galera App Growth Happy Hour-2022.06.01	52	9	67%	4	50%	44%				0%	100%
EV-Mobile Marketing Forum Brazil-08.22.2022	32	1				0%					
EV-WIM SF-2022-09-28	18	2				0%					
EV-GDC Meetings 2022-03-21	0	6		1		17%					
EV-Mobile Heroes Summit Americas-2022-04-27	32	11		5		45%				100%	0%

Events Last 12 Months - Global

	MQLs	Total Opps	% Gen Opps	Total IO	% Gen IO	CR Opp to IO	Total Net Rev	Asst Net Rev	Gen Net Rev	Asst NR % of Ttl	Gen NR % of Ttl
EV-Mobile Heroes Lunch Club 2022 February	113	42	12%	23	9%	55%	██████	██████	██████	96%	4%
EV-Mobile Heroes Lunch Club 2021 October	109	35	14%	21	19%	60%	██████	██████	██████	90%	10%
EV-Mobile Heroes Lunch Club 2022 April	107	27	4%	6		22%	██████	██████		100%	0%
EV-MH Personal Branding Workshop-2022-03-17	19	5		3		60%	██████	██████		100%	0%
EV-GCR & EMEA Mobile Heroes Meetup-2022-06-16	10	3		2		67%	██████	██████		100%	0%
EV-GCR & EMEA Mobile Heroes Meetup-2022-06-29	9	3		2		67%	██████	██████		100%	0%
EV-Mobile Heroes Lunch Club 2022 September	121	13		2		15%					
EV-MH LifeLabs Training-2022-08-24	12	3		1		33%					
EV-White Nights Cyprus-09.08.2022	1	1	100%			0%					

Opportunities Associated to Previous Events

		Total Opps	% Gen Opps	Total IO	% Gen IO	CR Opp to IO	Total Net Rev	Asst Net Rev	Gen Net Rev	Asst NR % of Ttl	Gen NR % of Ttl
AMER	EV-AGS SF Virtual-2021-09-02	8	25%	5	20%	63%				81%	19%
	EV-AGS SF Mastermind Roundtables-2021-09-01	2	50%	2	50%	100%				73%	27%
	EV-Curry in a Hurry-2021-03-04	1		1		100%				100%	0%
	EV-On Cloud WineNike-2021-04-15	1		1		100%					
	EV-On Cloud Wine M&CSaatchi-2021-07-22	2		2		100%				100%	0%
	EV-MAU Connect-2021-05-03	3	33%			0%					
APAC	EV-MH-KR-September Dinner Club with App Annie-2021	7	57%	3	67%	43%				55%	45%
	EV-MH-JP-Dinner Club - 2022-07-08	2				0%					
	EV-APAC INSEAU September Trivia-9.22.2021	3	67%	3	67%	100%				84%	16%
	EV-MHK Power Hour Branch	6		3		50%				100%	0%
	EV-Mobile Heroes Korea Launch Meetup-KR-2021-01-13	1				0%					
	EV-MH-KR-March Dinner Club-2021	1				0%					
	EV-MH-KR-August Dinner Club-Cocktail-2021	5	40%	1		20%					
	EV-MH-KR-June Dinner Club-2021	2		1		50%					
	EV-MH-KR-February Dinner Club-2021	1				0%					
	EV-JP Agency Workshop for CyberZ-2021-07-26	8	25%	1		13%				100%	0%
	EV-MH-KR-April Dinner Club-2021	2		2		100%				100%	0%
EMEA	EV-PGC Beyond IDFA Summit-2021-04-20	3				0%					
	EV-Mobile Social Trivia Night-2021-03-25	1				0%					
	EV-MH Power Hour Christian Eckhardt	1		1		100%				100%	0%
	EV-Mobile Heroes Supper Club Berlin-2021-09-16	3	33%	2	50%	67%				0%	100%
	EV-Mobile Heroes Supper Club Hamburg-2021-09-23	1		1		100%				100%	0%
Global	EV-Mobile Heroes Lunch Club 2021 March	3		2		67%				100%	0%
	EV-Mobile Heroes Lunch Club 2021 June	12	8%	4		33%				100%	0%
	EV-Mobile Heroes Lunch Club 2021 January	3		1		33%				100%	0%
	EV-Mobile Heroes Lunch Club 2021 April	7	29%	3	33%	43%				93%	7%
	EV-Mobile Heroes Lunch Club 2021 September	20	10%	10	20%	50%				79%	21%

06.

Paid Media



Q4'21 – Q3'22 Paid Social Performance

LinkedIn Paid Campaigns

- 31% Opp convert into IO
- Cost per IO [REDACTED]

Total Spend	MQLs	MQL - Opp	Opp	Opp - IO	IO	MQL - IO	Net Revenue
[REDACTED]	429 New 85% Exist 15%	66%	282 Gen 7% Asst 93%	31%	88 Gen 9% Asst 91%	21%	[REDACTED] Gen 1% Asst 99%

MD Total Cost	Total Ad Spend
[REDACTED]	[REDACTED]

Cost per MQL	[REDACTED]
Cost per Opp	[REDACTED]
Cost per IO	[REDACTED]



Q4'21 - Q3'22 EN Get Started - Paid Search

	Total Ad Spend	MQLs	MQL - Opp	Opps	Opp - IO	IO	MQL - IO	Net Revenue
Q4'21	█	32	69%	22 Gen 50% Asst 50%	50%	11 Gen 45% Asst 55%	34%	█ Gen 17% Asst 83%
Q1'22	█	24	63%	15 Gen 53% Asst 47%	40%	6 Gen 33% Asst 67%	25%	█ Gen 8% Asst 92%
Q2'22	█	37	38%	14 Gen 64% Asst 36%	7%	1 Gen 100%	3%	█ Gen 100%
Q3'22	█	14	29%	4 Gen 100%	25%	1 Gen 100%	7%	█ Gen 100%
TOTAL	█	107	51%	55 Gen 58% Asst 42%	35%	19 Gen 47% Asst 53%	18%	█ Gen 17% Asst 83%

Total NR = █

- 17% Gen, █
- 83% Assist, █

Cost per IO = █

35% total Opp converted into IO

- 5% higher CR than Paid Social

Q4'21 influenced 58% of total IO

Keyword "liftoff, liftoff mobile and liftoff.io" influenced majority of clicks & conversions

Cost per MQL	█
Cost per Opp	█
Cost per IO	█





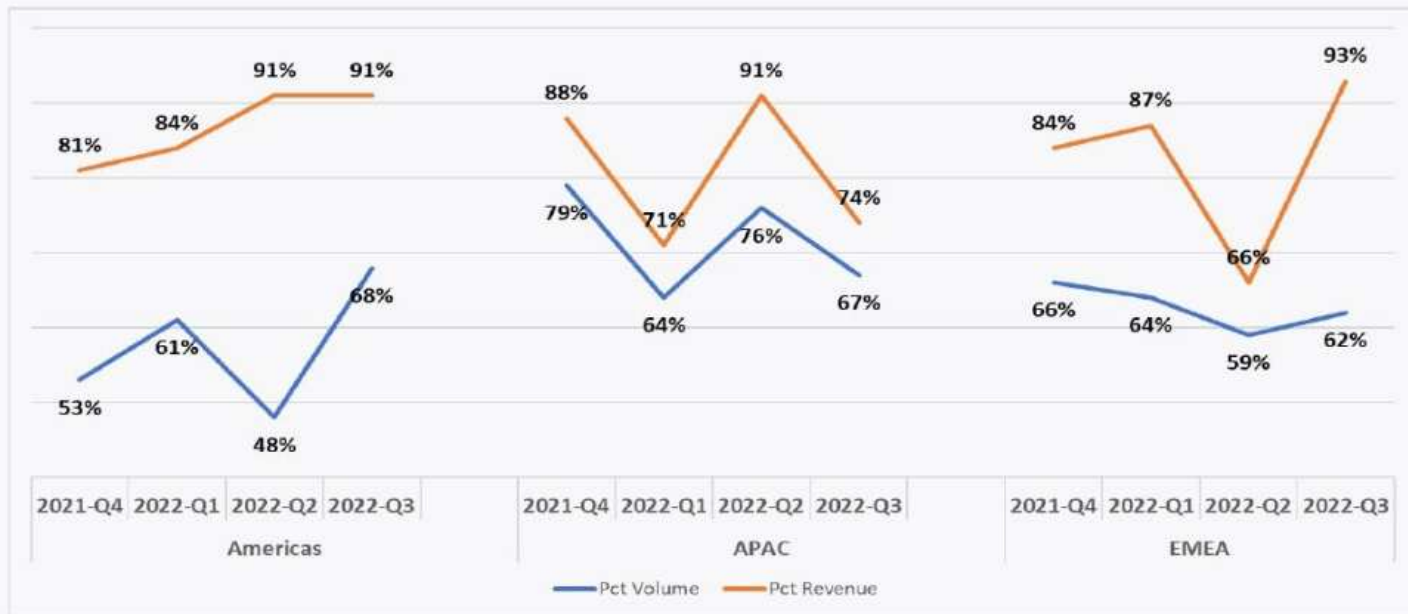
Marketing Performance

Prospect Tier Comparisons

Won Opps

Top Tier IOs as a Percent of Total

- Top tier accounts represent a lower percentage of overall IO volume, but a much higher percentage of net revenue.
- EMEA has the highest share of top tier IOs by volume (blue line)
- Net Revenue share generally ranges from 80-90% (orange lines)



Quarters based on IO close date



Top Tier IOs Volume

- Raw volume from previous slide percentages.
- EMEA produced the greatest volume of top tier IOs.



Top Tier IOs Net Revenue

		Total Net Rev	Top Tier Net Rev	Pct of Total
Americas	2021-Q4			81%
	2022-Q1			84%
	2022-Q2			91%
	2022-Q3			91%
	Total			85%
APAC	2021-Q4			88%
	2022-Q1			71%
	2022-Q2			91%
	2022-Q3			74%
	Total			78%
EMEA	2021-Q4			84%
	2022-Q1			87%
	2022-Q2			66%
	2022-Q3			93%
	Total			83%

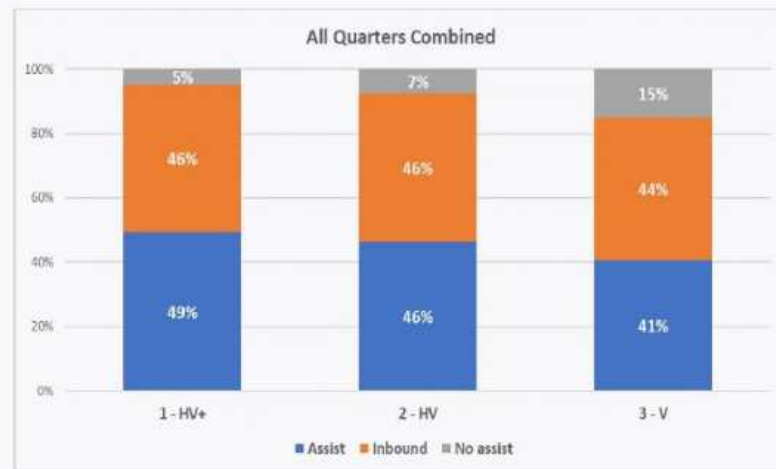
Top Tier net revenue details from percentages shown on slide 3.

- IOs from Americas have earned more net revenue despite EMEA having the lead in volume.
- EMEA had proportionally much more volume in Q2 & Q3 this year, so the revenue gap could lessen in coming months.



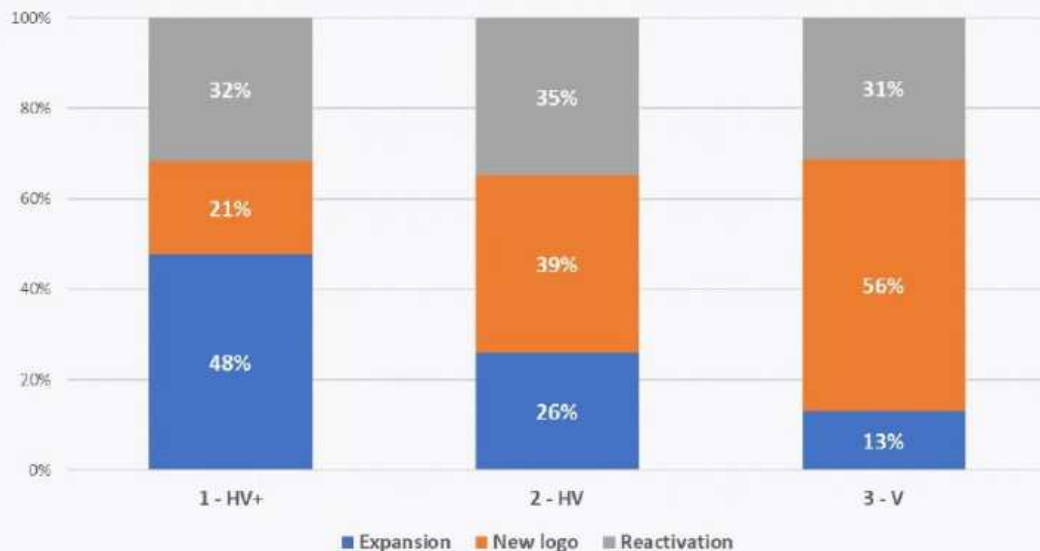
Top Tier IOs by Marketing Impact – New Logos

- Marketing impact is mostly consistent across the top tiers
- Slight trend of fewer “no assist” IOs at higher tiers



Top Tier IOs by Opportunity Type

- We see a larger share of new business coming from the HV & V tiers than the HV+ tier (53% at HV+ versus 87% at V).



Opportunities closed 2021-Q4 through 2022-Q3



MQLs

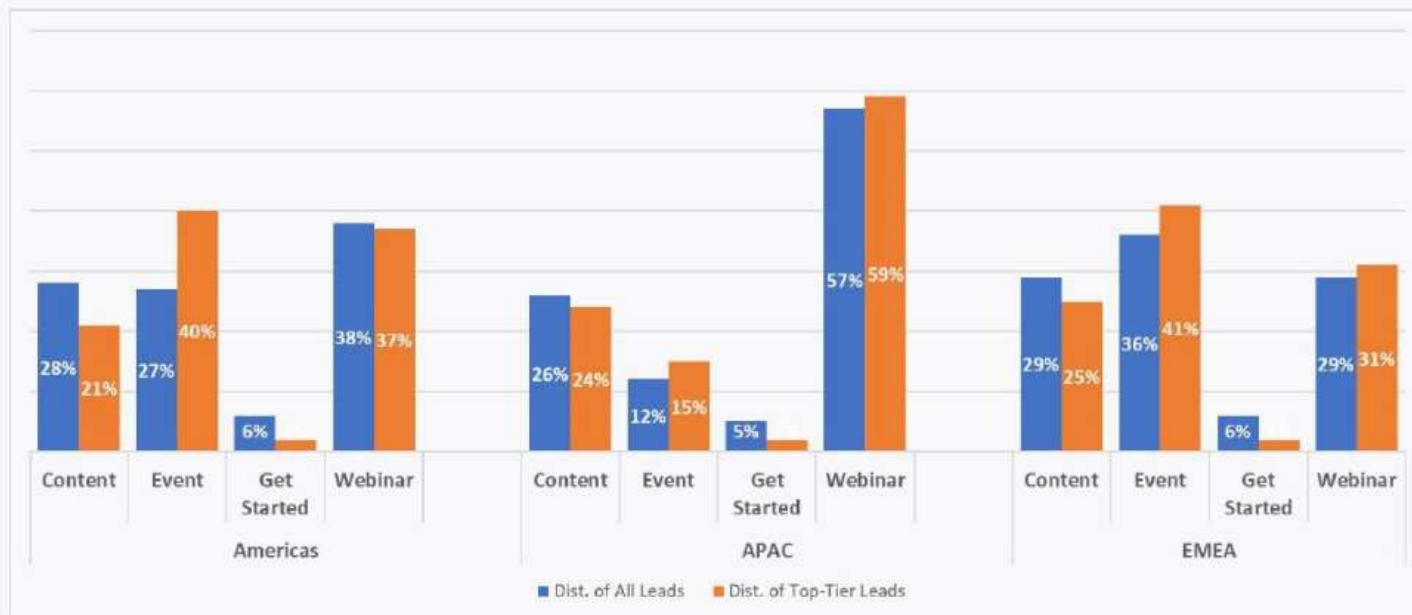
Top Tier Share of 2022 MQL Volume

- Top Tier percent of total for 2022 Q1-Q3 MQLs:
 - Amer - 29%
 - APAC - 26%
 - EMEA - 32%
- Q3 had lowest share of top tier MQLs



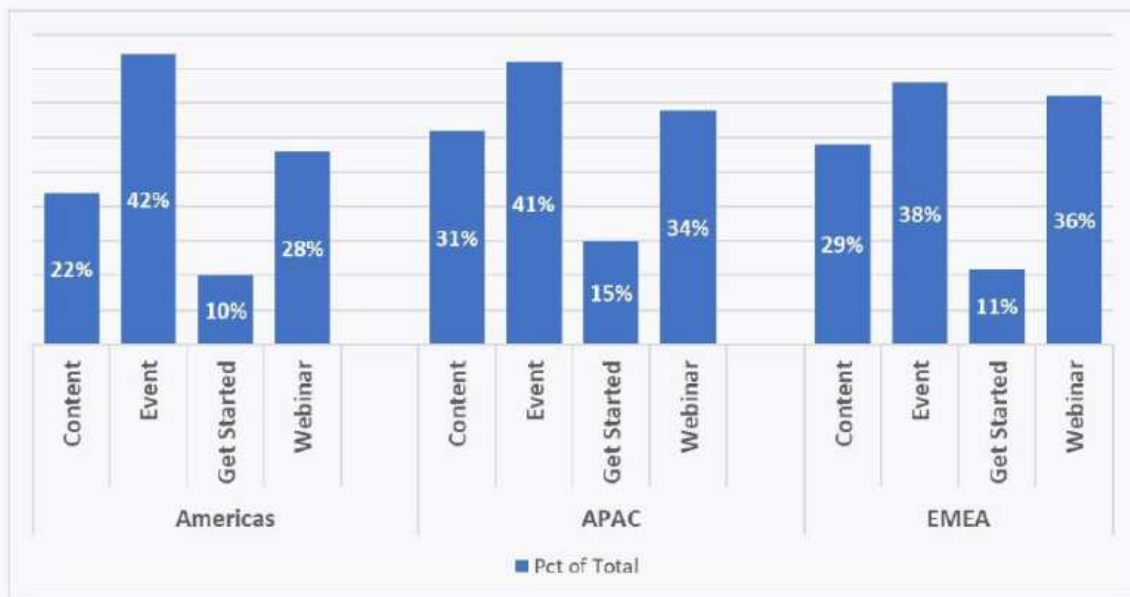
Lead Source Distribution of Top Tier MQLs

- Event in Americas is the only lead source that shows a significant difference in how top tier leads are distributed compared to how *all* leads are distributed. Conclusion: top tier channel distribution is mostly a reflection of overall channel distribution.



Top Tier Share of MQL Volume by Lead Source

- Chart shows the percent of total leads that are top tier within each lead source.
- Events have the highest share of top tier leads. This is expected since we actively invite top tier prospects to events.
- Leads from the Get Started form are rarely from a top tier.



Thoughts on Top Tiers & MQL Lead Source

- Combining the previous two slides means we can increase top tier leads by simply focusing on increasing overall lead volume.
- Another interpretation is that we can increase top tier lead volume by doubling down on events. However, the nature of events means there is a ceiling to how many we can conduct or participate in.
- Another route to pursue is to ask, “how can we increase the percent of top tier leads we get from each of our lead sources?”
 - Are there reports topics that would be of more interest to top tier leads?
 - Are there webinar topics or formats that would be more appealing to top tier leads?
 - Further exploration into individual campaigns would be a starting point to answering these questions. Customer interviews would be an even better source of intel for topics and formats.





Thank you