

# RAD<sup>2</sup>

## BETA CASE STUDIES

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# BETA RESULTS

APPENDIX - ZUMBY MARKETPLACE

Platform	Pricing Model	Price	CTR	Bounce Rates	Effective CPC	Targeting	Campaign Management	Data	Content Types
Google AdWords	CPC	\$ 2.69	3.17%	<0.10	\$ 2.69	GEO, DEMO, DEVICE	Intensive	Comprehensive	All Types
Facebook	Budget	\$ 1.72	0.91%	<0.25	\$ 1.72	GEO, DEMO, DEVICE	Intensive	Comprehensive	All Types
Taboola	CPC	\$ 0.05	0.50%	>0.50	\$ 0.07	GEO, DEVICE	Intensive	Comprehensive	Arbitrage sites and Click-bait
Outbrain	CPC	\$ 0.05	0.50%	>0.50	\$ 0.07	GEO, DEVICE	Intensive	Comprehensive	Arbitrage sites and Click-bait
<i>Zumby</i>	<i>CPM</i>	<i>\$ 10.00</i>	<i>3.6%</i>	<i>&lt;0.10</i>	<i>\$ 0.20</i>	<i>GEO, Interest</i>	<i>Hands free</i>	<i>Comprehensive</i>	<i>High Value Content</i>
INFLUENCER PLATFORM BILLING	CPM	\$ 10.00	3.00%	N/A	\$ 30.00	Vertical, Category	Intensive	Comprehensive	High Touch User Generated

# ➤ CASE STUDY | CLIENT #1 ◀

APPENDIX

GOOGLE ANALYTICS  
AVAILABLE UPON  
REQUEST

## BETA / RESULTS

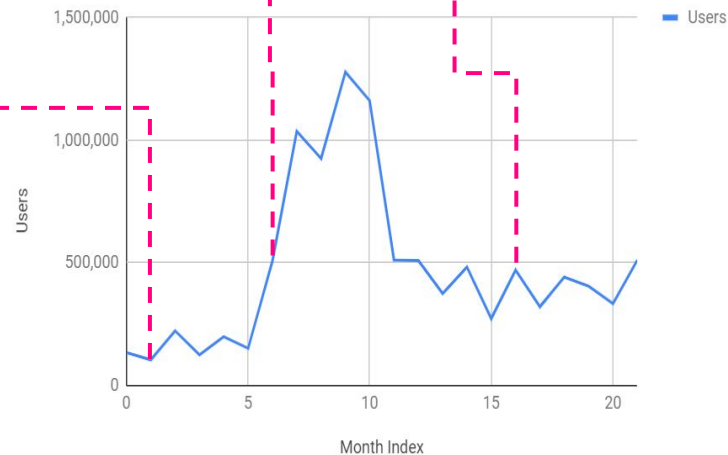
- 1,000 Influencers
- 27,000 posts
- 8,000 articles
- 19m reached
- 37m impressions
- 1,300 unique posts per influencers
- 3,200 impressions per post
- 4.4m unique click thru's
- 12m page views

BEFORE

DURING

PERMANENT LIFT

Users vs. Month Index





APPENDIX / CASE STUDY

	CLIENT 1	CLIENT 2	CLIENT 3
<b>Category</b>	<b>News &amp; Information</b>	<b>News &amp; Information</b>	<b>News &amp; Information</b>
Influencers activated	912	732	697
Unique Clicks	2,120,801	1,459,438	1,139,140
Unique clicks per influencer	2,325	1,994	1,634
Sessions	4,190,259	5,111,849	3,884,997
Page_views	8,056,341	11,158,221	7,110,933
AVG_TOS (s)	76.81	77.97	82.08
Bounce_Rate	4.00%	8.00%	7.00%
PV_per_Session	1.92	2.18	1.83
Ex Ante Page_Views	1.20	1.80	1.30
<b>PV per Session Lift with Zumby</b>	<b>60.00%</b>	<b>21.11%</b>	<b>40.77%</b>



# CASE STUDY | CLIENT #1



APPENDIX

## BEFORE ZUMBY

- 1.4m pageviews / mo
- 3m monthly / ad impressions
- 481,000 users (total)

## AFTER ZUMBY

- 4m pageviews / mo
- 10m monthly ad impressions.
- +300% user base in Mexico
- +500% user base in US
- New Markets - Columbia, Spain and Argentina +

GOOGLE ANALYTICS  
AVAILABLE UPON  
REQUEST

MONTHLY DATA	USERS	SESSIONS	PAGE VIEWS
Before Zumby	481,334	711,136	1,486,604
After Zumby	1,596,512	3,474,276	13,451,504
% Change	231.68%	388.55%	804.85%

## › CASE STUDY | POLITICS ‹

### Filtran supuesto spot e imagen de campaña de Alfredo del Mazo

marzo 24, 2017

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f Compartir en Facebook

🐦 Compartir en Twitter

G+

p



- Reach: 860,000
- Views: 344,230
- Organic Views: 75,845
- Organic View Rate: 22%
- Total Engagements: 25,322
- Clicks: 20,822
- Likes/Comments/Shares: 4,500