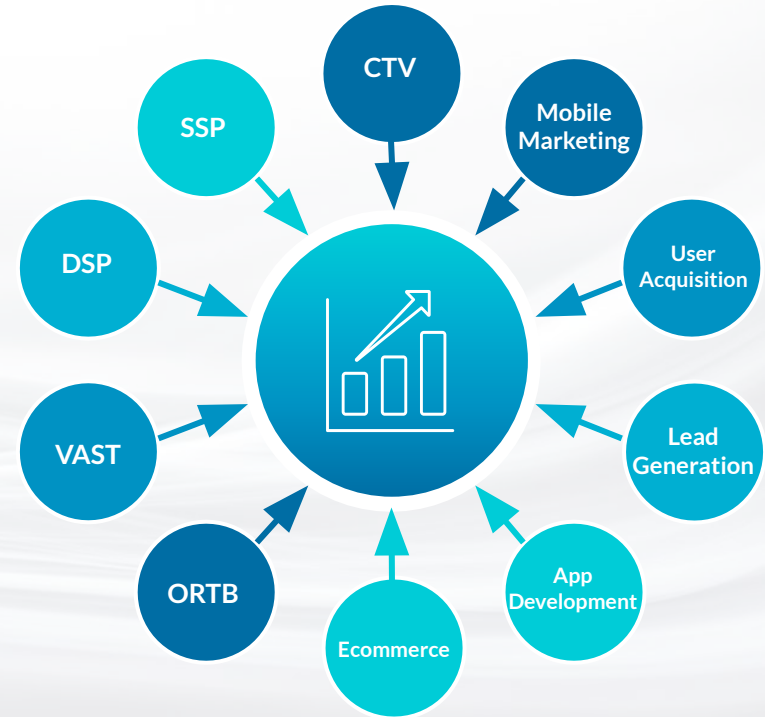
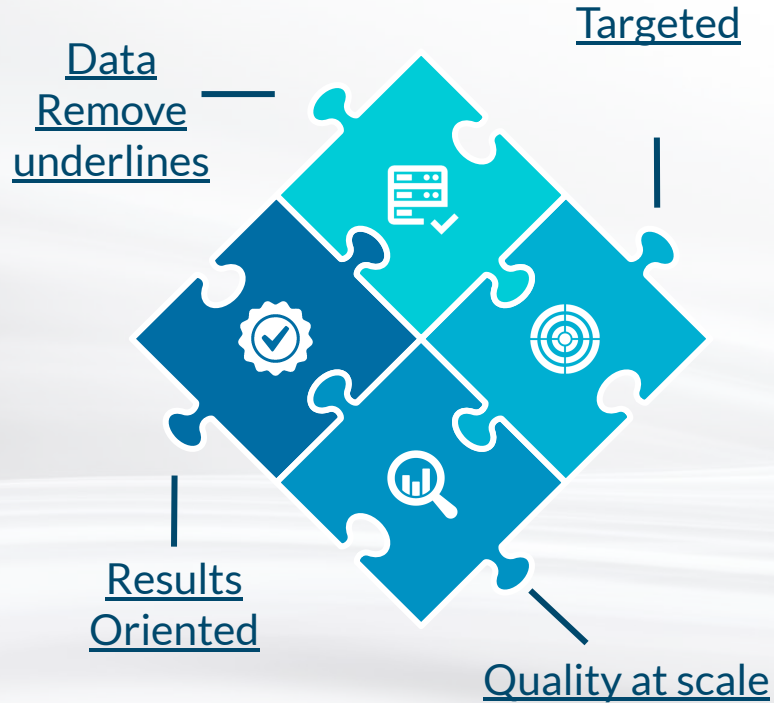




Lead id LLC ® Q4 2022

# Lead*i*D Performance

Data Driven Omnichannel Marketing Solutions

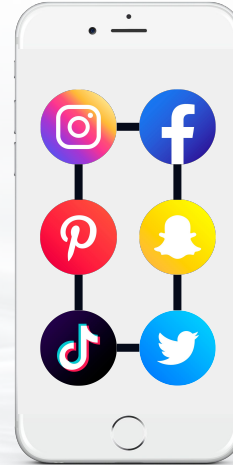


# LeadiD Performance

## Programmatic Advertising



## Used Social Media



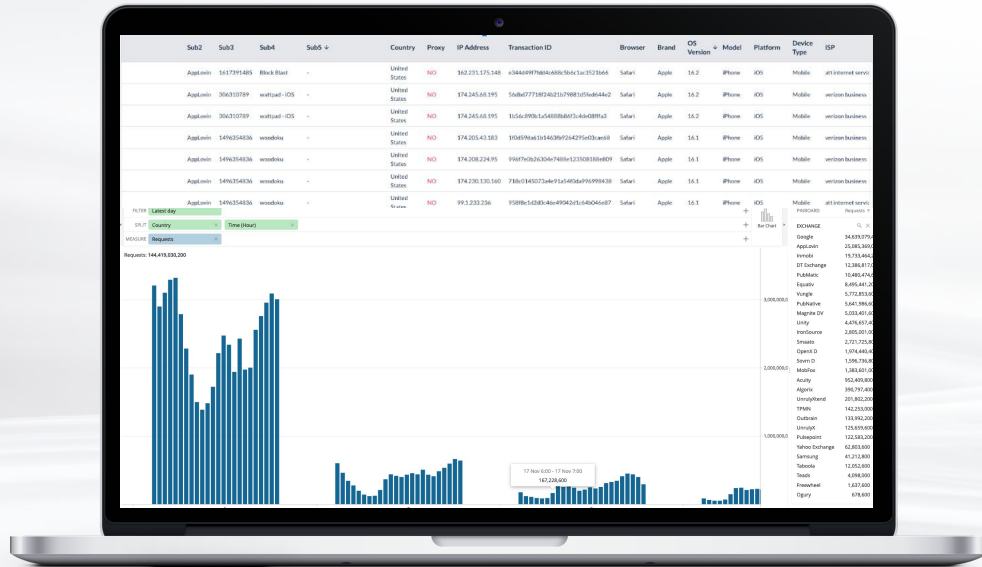
## Marketplace and Affiliate Network



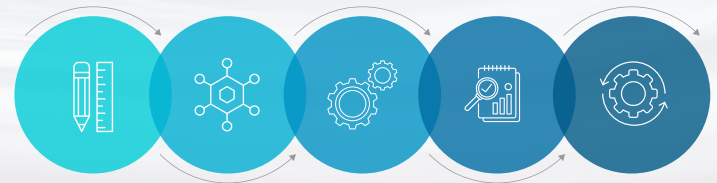
LeadiD Performance leverages social media, programmatic advertising and our exclusive publisher network to deliver transparent results at scale. Using **click blocking**, **impression scoring** and **proprietary scripts**, we ensure brand safety and compliance across all media types.

# LeadID Performance

Real time reporting

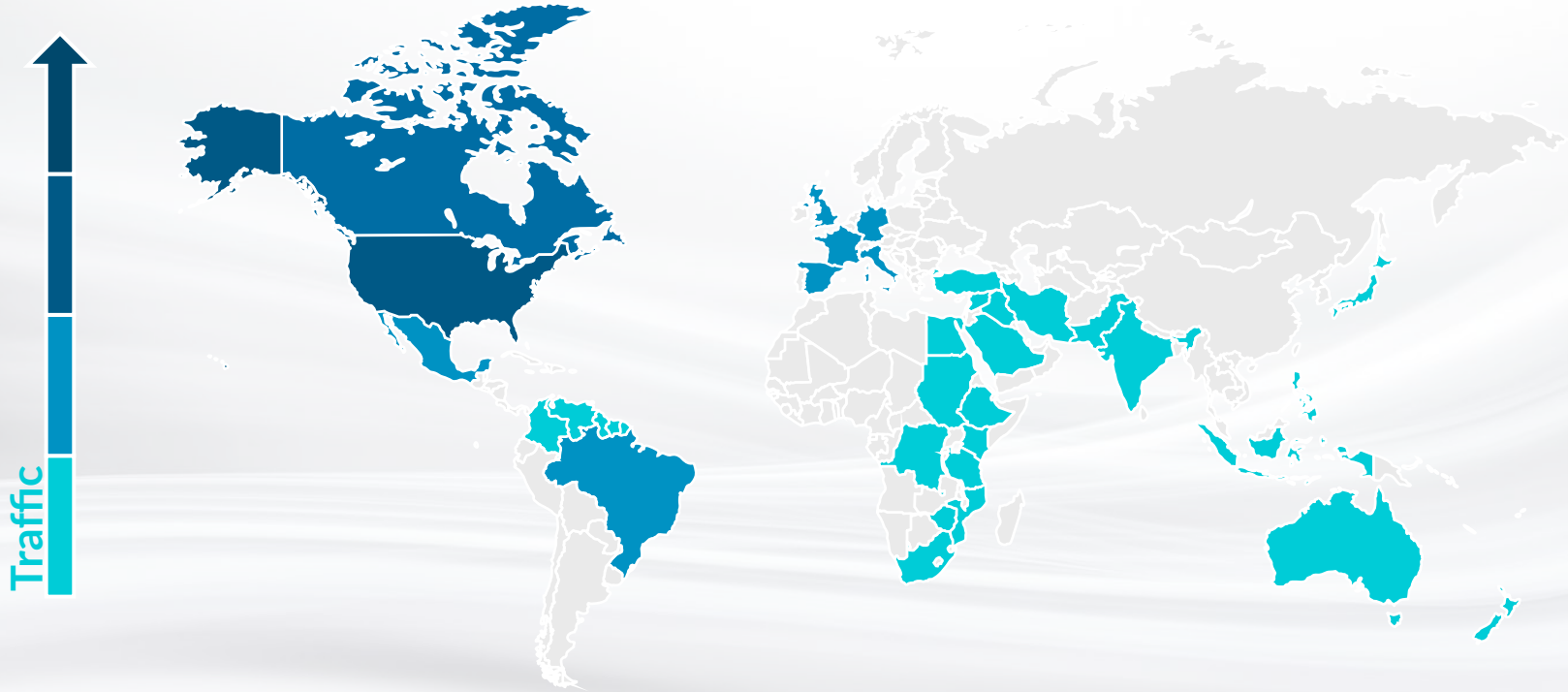


Powerful real time reporting at the impression level.  
Knowledge of where your ads are delivering and converting with the assurance that every visitor arrives intentionally



# Lead*i*D Performance

Worldwide Traffic



# LeadiD Case studies

Jumia & Grab



Agency was tasked with building emerging market traffic for a client, and worked with LeadiD to leverage our international reach. The media was delivered to identify new users in Algeria and the Ivory Coast.



Drive app install in Cambodia, Philippines and Thailand. A/B test creatives in language vs in English, Limit delivery to only major cities roll out Grab Eats based on test results.



# LeadID Case studies

## Burger King & BET Case Study



<b>30,000,000 Impressions</b>	<b>5,967 Installs</b>
<b>1,120,476 Clicks</b>	<b>4274 Orders</b>
<b>0.53% Click to Install</b>	<b>264.15% ROAS</b>
<b>\$7.00 Average Order</b>	<b>\$29,918 Total</b>
<b>6,123 View Through Attributions</b>	<b>3.73% CTR</b>
<b>11326.1 Marketing Cost</b>	



<b>13,066,685 Impressions</b>	<b>389 Paid accounts</b>
<b>11,736 Clicks</b>	<b>451 Free trial started</b>
<b>522 Click Attribution Installs</b>	<b>8.89% Click rate</b>
<b>521 View through attribution installs</b>	<b>43.24% Free trial %</b>
<b>86.25% Convert to paid account</b>	
Targeting Exchanges <b>Applovin, Digital Turbine</b>	
Top Apps <b>Musi music ,Photogrid ,Tune In radio , Fox FM</b>	
Carrier <b>ATT &amp; T-Mobile</b>	

# Lead*i*D Performance

Our Advertisers

