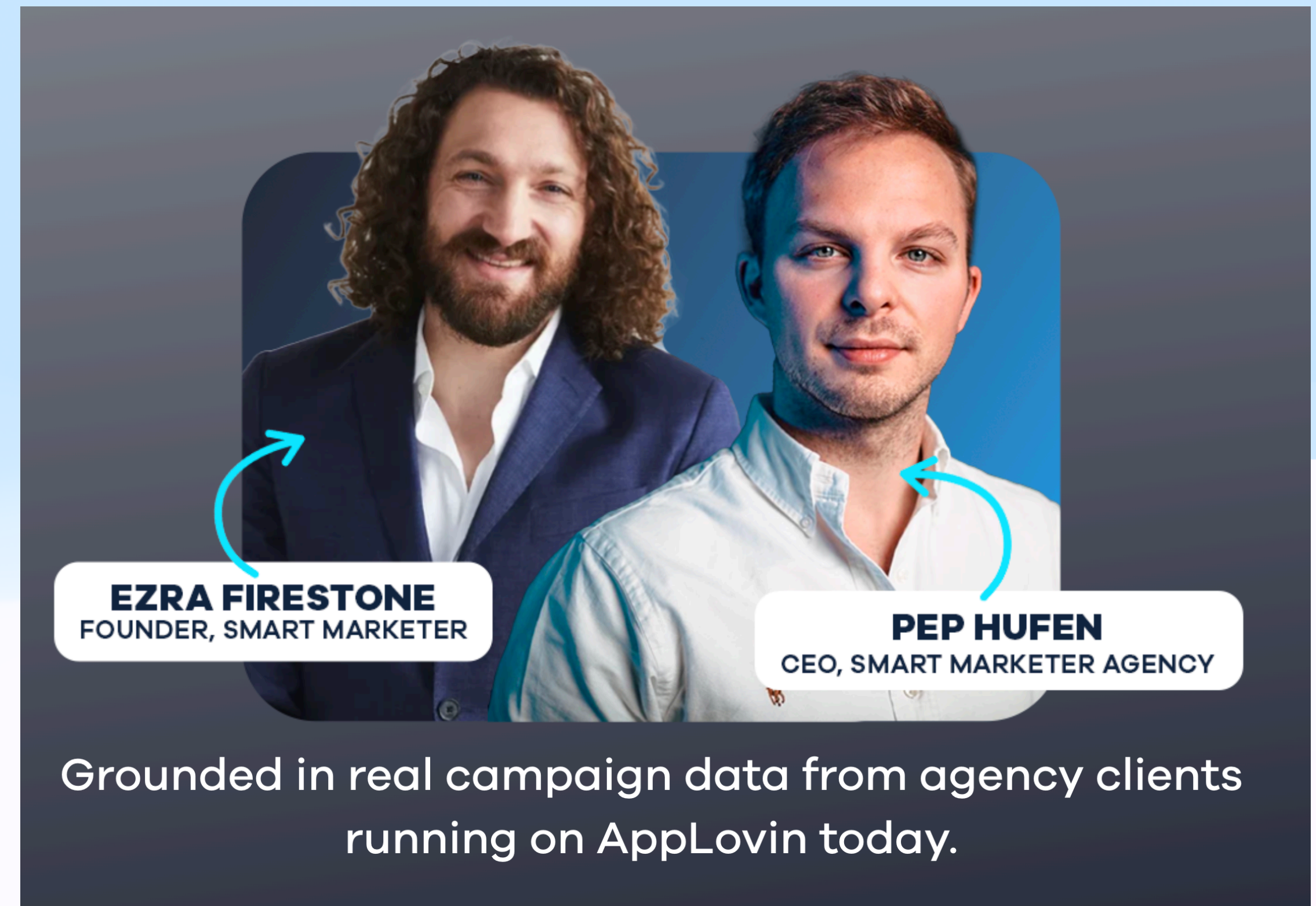


# The AppLovin Ads Playbook

Ezra Firestone & Pep Hufen















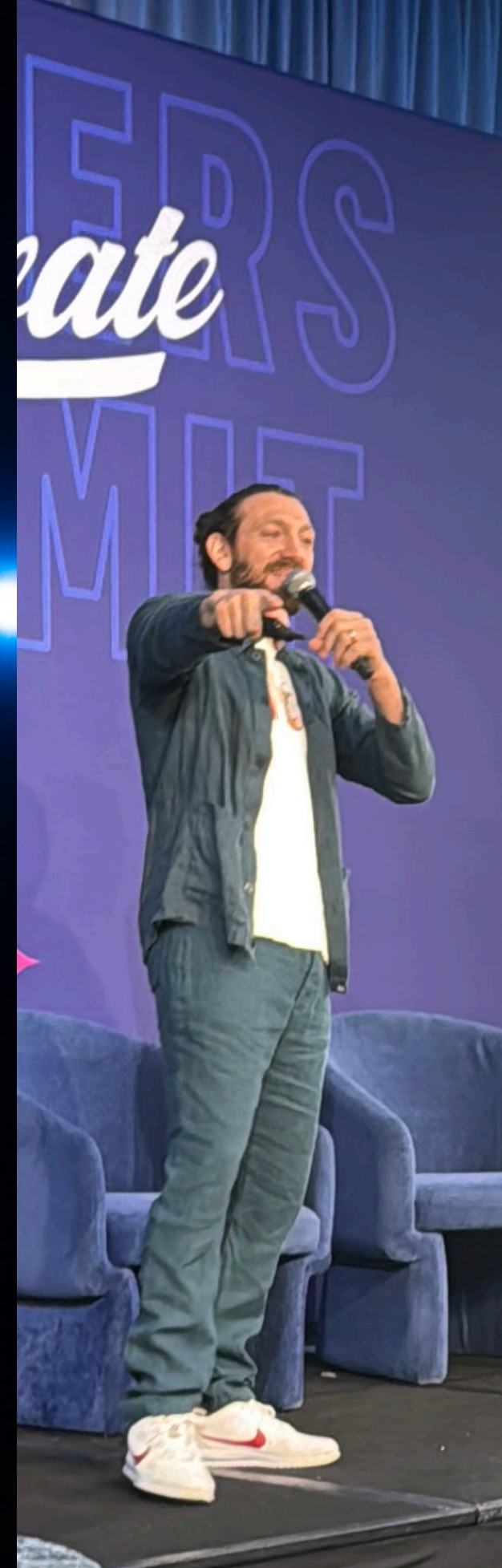




It's Tiiiiiiiiime! ⚡  
[@brucebufferufc](#)









# Brands Already Winning



## Ridge Wallet

Scaled AppLovin (Axon) to  
10-20% of Ad Budget



## Rhoback

Axon Now Accounts for 16% of Total  
Paid Media Spend (Behind Meta & Google)



## Portland Leather Goods

Axon Ad Boosted Purchases  
by \$130k



## Hexclad

Drove \$1M+ Incremental  
Revenue in 3 Weeks



## Paleovalley

Eight Months After Launching,  
Upped Ad Spend by 550%



## Home Chef

In 6 Months Became One  
of Their Three Largest Channels



# The Early Adopter Window Is Closing

Every major ad platform has a golden period where early movers get outsized returns.

Facebook 2012-2016. TikTok 2020-2022. Axon is in that window right now.

**This Is Your  
2016 Facebook Moment**



# 01

## SECTION ONE

# **What Is Axon?**

Platform overview, scale, and where your ads appear



# Axon = Mobile Game Ads for Ecommerce

Works like Meta, TikTok, Snapchat—but your ads show **inside mobile games** instead of social feeds.

**Think:**



**100,000+ apps** in the network.

**80% games / 20% utility apps** (weather, calculator, etc.)



# The Scale Story

**1.4B**

Daily Active Users Globally

**150M+ Americans**

play mobile games weekly—more than cable TV subscribers

**100,000+ Apps**

in the network across all categories

**\$92 Billion**

annual mobile gaming spend globally



# Shattering the "Gamer" Stereotype

This is **NOT** teenage boys. The research tells a completely different story.

36

Average age of mobile gamer

Primary Household Shoppers

90%

are their household's primary grocery shopper

53%

Are women (majority!)

Retail Decision Makers

88%

are their household's primary retail shopper

76%

Of puzzle players are women

Social Gamer HH Income

\$108K

average household income



# The Psychology: Play vs. Scrolling

Mobile gamers aren't doomscrolling—they're engaged, focused, and relaxed.

## Social Context

-  Doomscrolling & negative news
-  Distracted multitasking
-  Ad is an interruption (skip!)
-  High stress / FOMO

"Relaxed" while using: **27%**

## Gaming Context

-  Lean-in focus & flow state
-  Dopamine-rich (just won a level!)
-  Ad is a value exchange (reward)
-  Positive / neutral mood

"Relaxed" while using: **59%**

**41% pay attention to ads in games** vs. 17% for internet ads – Tapjoy Research



# Where Your Ads Appear

## Interstitial Ads

During natural pauses between gameplay. User just beat a level, ad appears before next level loads.

Min view time: **10 seconds**

## Rewarded Video

User opts in for in-game benefit (extra life, hint, currency).

They **CHOOSE** to watch your ad.

Min view time: **25+ seconds**

**Important:** Users are incentivized to WATCH, not to BUY. Mobile games offer a transparent exchange of value—users understand they see ads to play games they love for free.



# 02

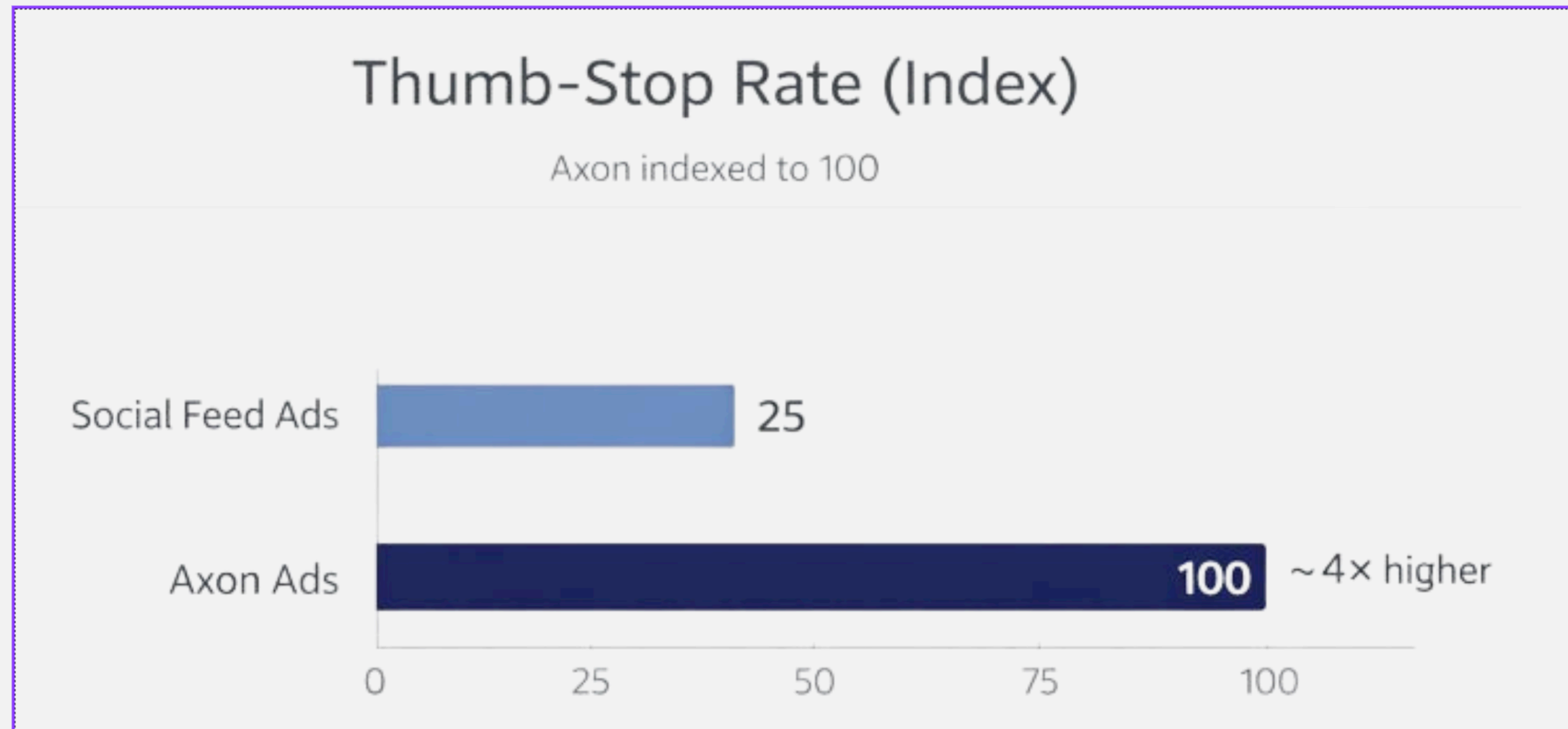
## SECTION TWO

# Why This Inventory Is Different

View time, context, and the TV+Social  
hybrid



# The Attention Advantage

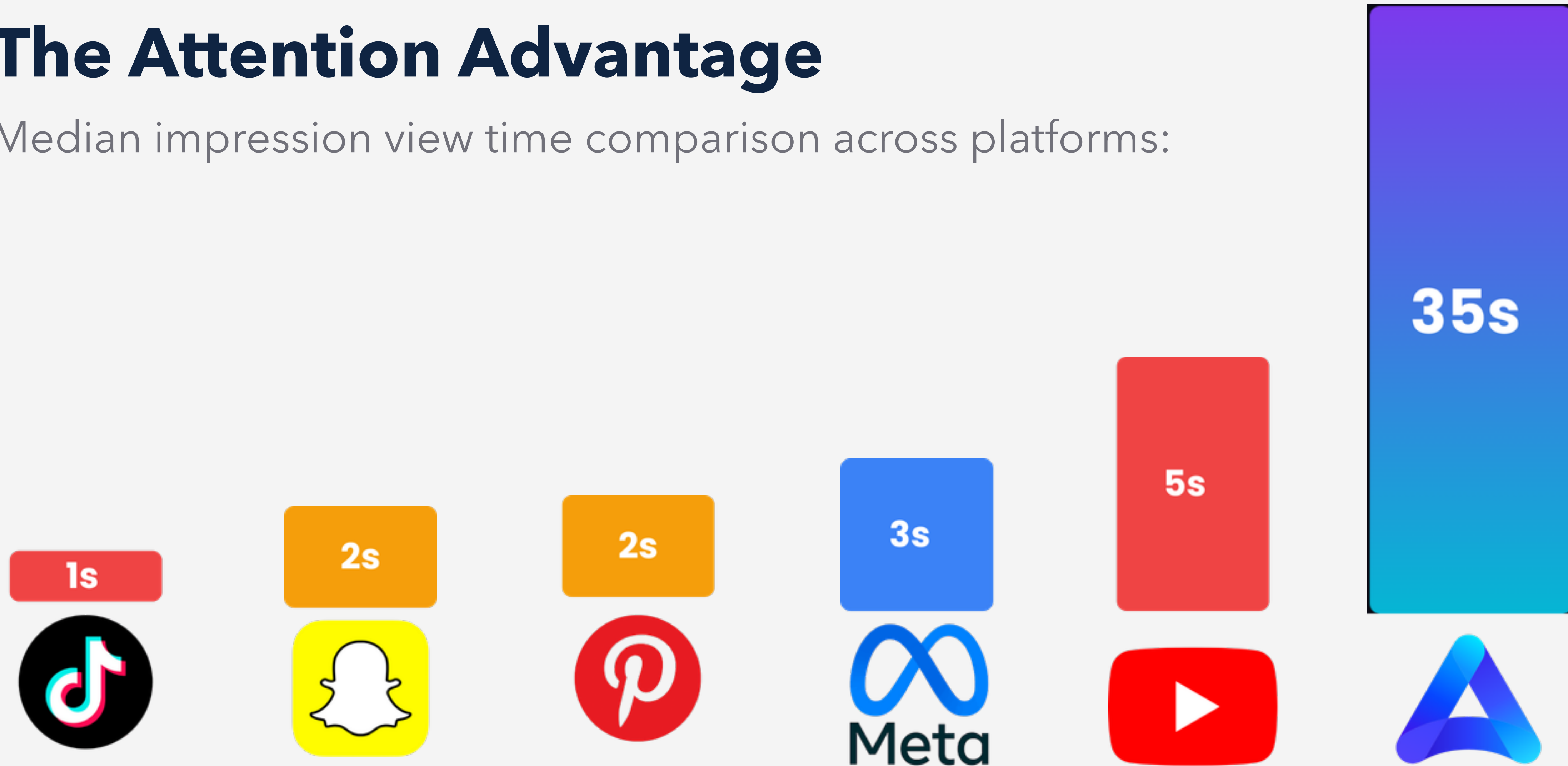


**"100% thumb stop rate"** – Ads are unskippable for the first 5-10 seconds



# The Attention Advantage

Median impression view time comparison across platforms:



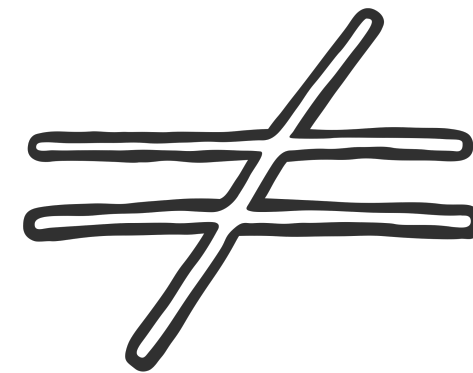
**9x more attention** than TikTok, Meta, or YouTube. **95%+ ad completion rates on reward ads.**



# Big Screen vs. Small Screen

## TV Advertising

- Unskippable
- Full-screen
- Wide Broadcast
- Passive (can't click)
- Hard to measure



## Paid Social

- Skippable (1-3s)
- Fighting for attention
- Algorithmic
- Clickable
- Measurable



# The Best of TV + Social Hybrid

Unskippable

Full-screen

Measurable

Algorithmic

Clickable



**Axon**

You have  
**TIME** to tell  
a story *AND*  
drive  
immediate  
action.



# The Conversion Velocity Story

80%

of 7-day conversions happen

**within 1 HOUR of  
click**

90%

of 7-day conversions happen

**within 24 hours**

**This proves DEMAND GENERATION, not just retargeting.**

Moving users from discovery to purchase in a single session.



03

SECTION THREE

# The Creative

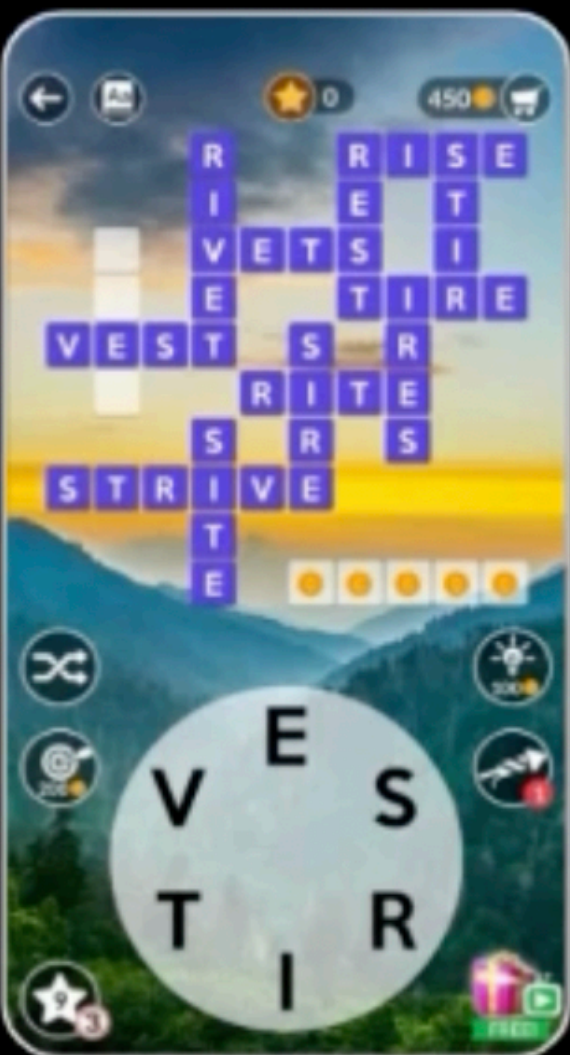
Video, Interactive, End Screen



# Overview of the ad format

3 key elements deliver a **35s** median impression

Ads appear **between levels** or are chosen **for rewards**



Full-screen portrait video



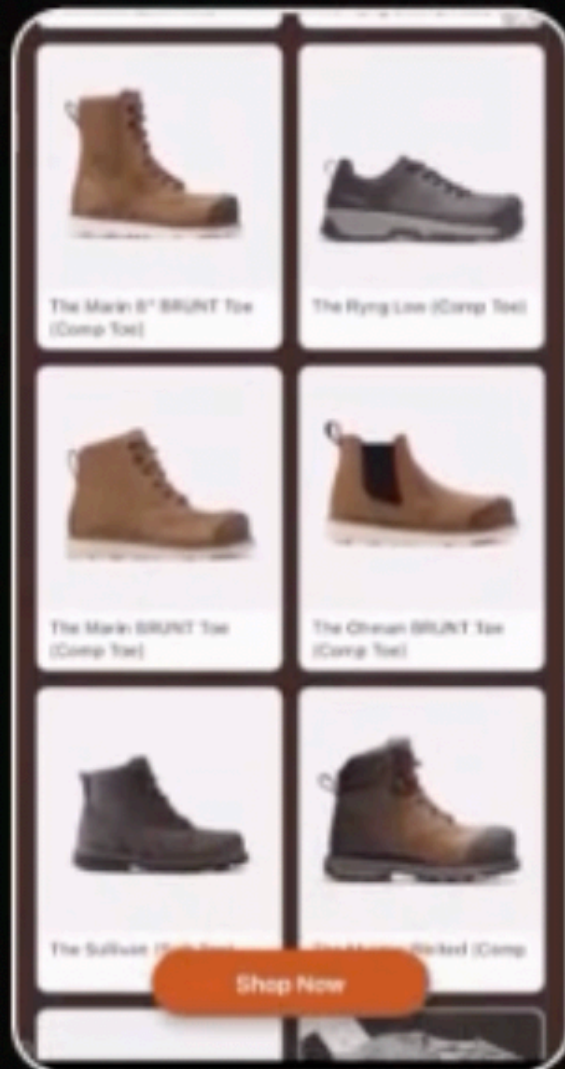
Uploaded

Interactive pages



Uploaded

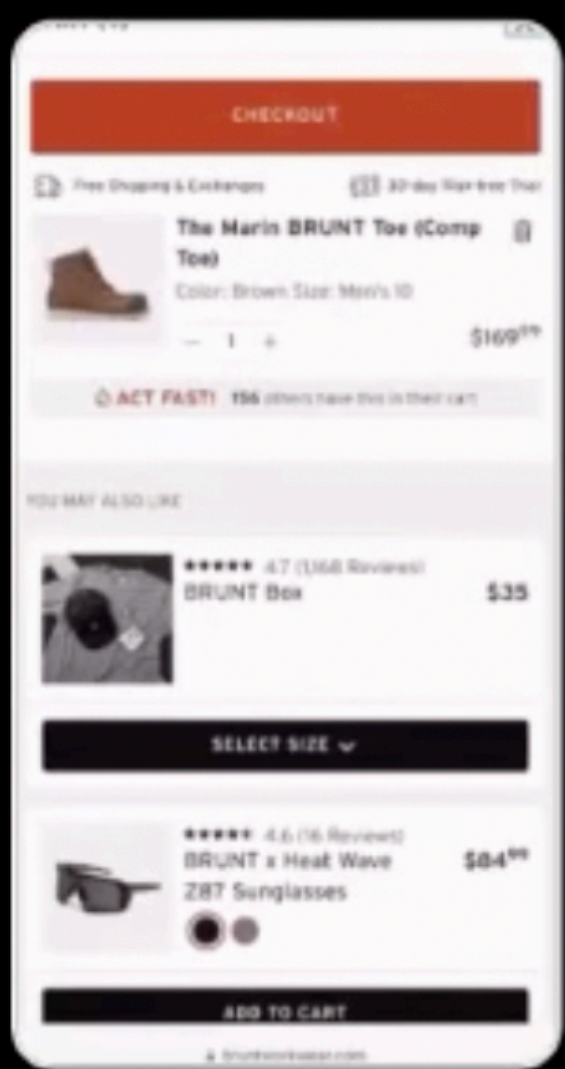
Dynamic product ad tailored to each user



Generated



Upon click, shoppers are sent **to your website** to purchase



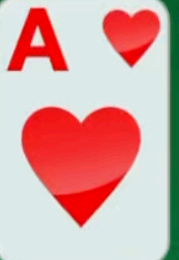


 8:34

 4x

70

 90



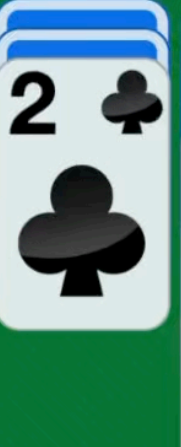


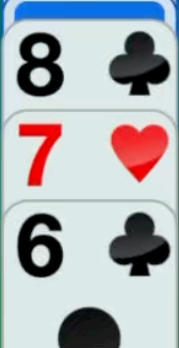
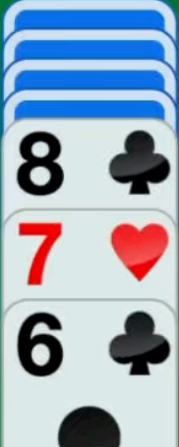


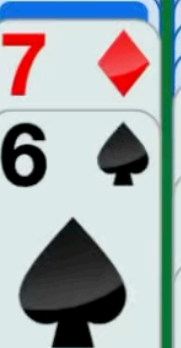
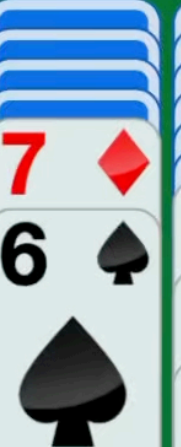


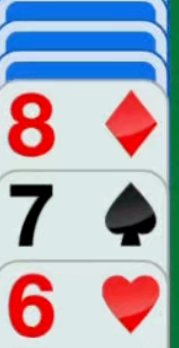
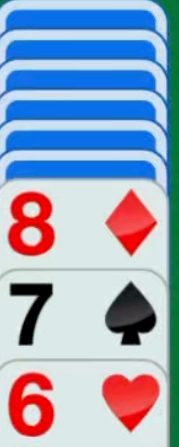




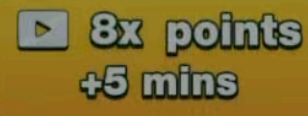














 6:55

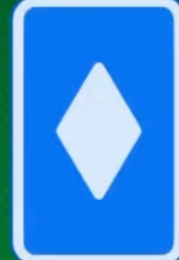
 4x

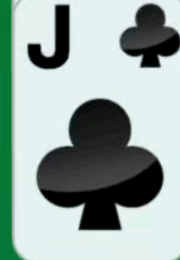
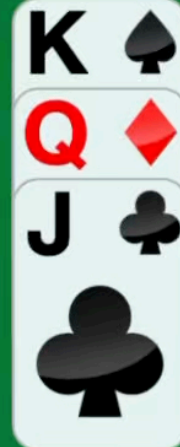
70

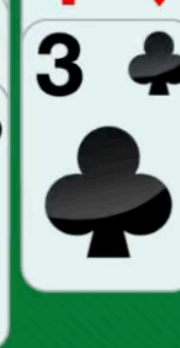
 90





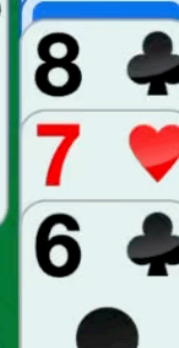
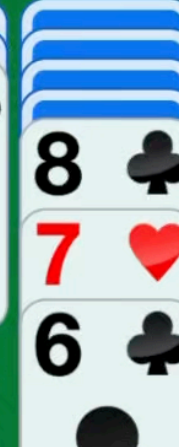




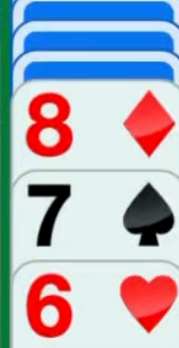
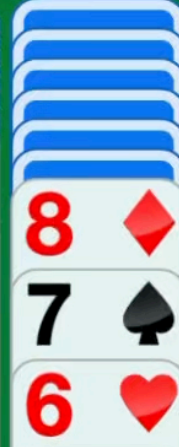




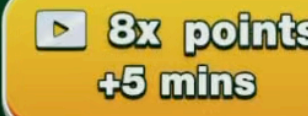
















4:59

70

90

A♥

A♠

A

A

3♥

K♠

Q♦

J♣

4♦

3♣

J♦

10♣

2♣

8♣

7♥

6♣

7♦

6♠

8♦

7♠

6♥

5♠

2x points  
+5 mins

6:03

2x  
4:59

70

90

A♥

A♠

A

A

3♥

K♠

Q♦

J♣

4♦

3♣

J♦

10♣

2♣

8♣

7♥

6♣

7♦

6♠

8♦

7♠

6♥

5♠

4x points  
+5 mins



# Axon ads deliver unrivaled impact

## Interstitial Ads

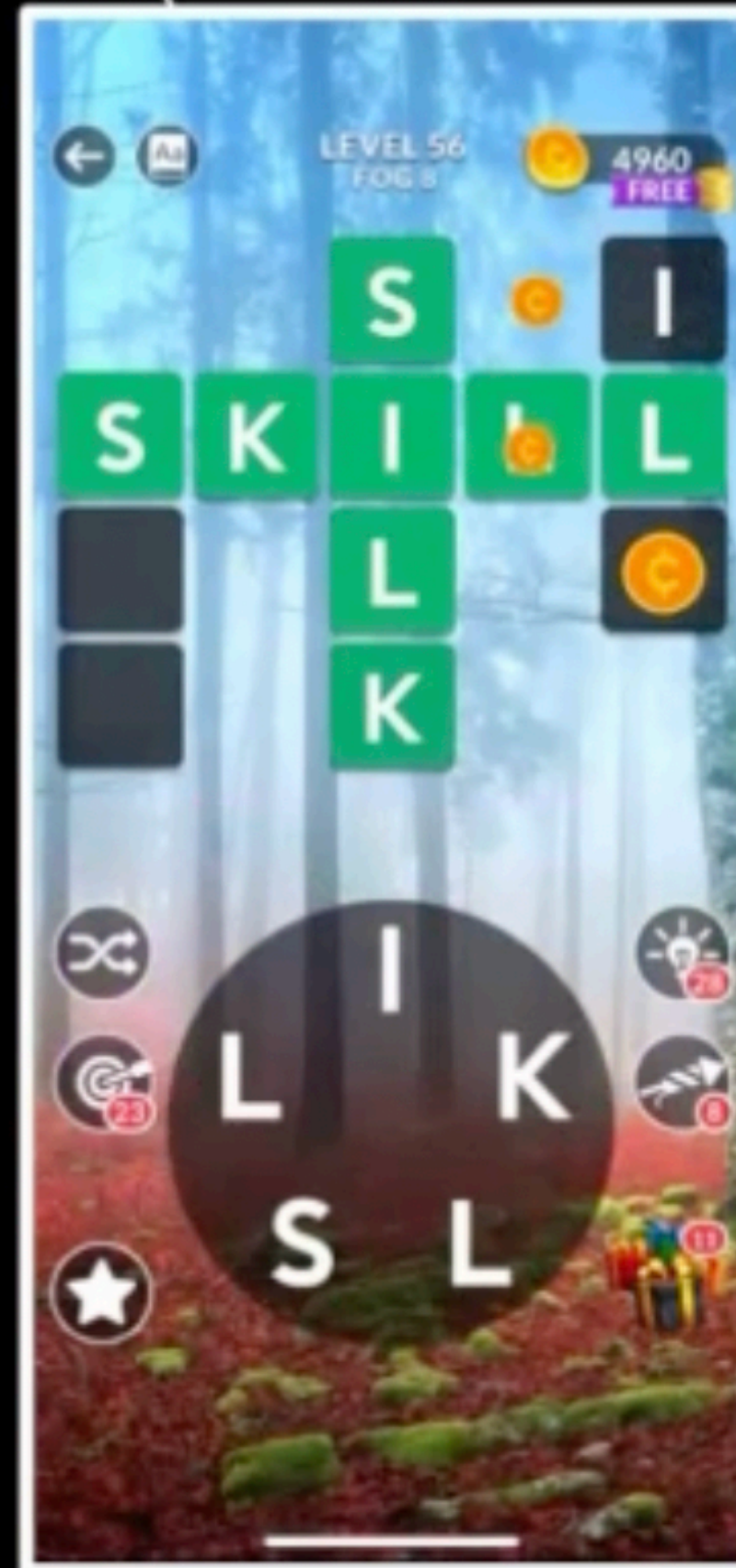
Full-screen ads shown at natural breaks in gameplay (e.g., between levels)

**5s**

Min. view time

**22s**

Med. view time



## Rewarded Ads

Optional ads users choose to watch in exchange for in-game rewards (e.g., extra lives, currency).

**30s**

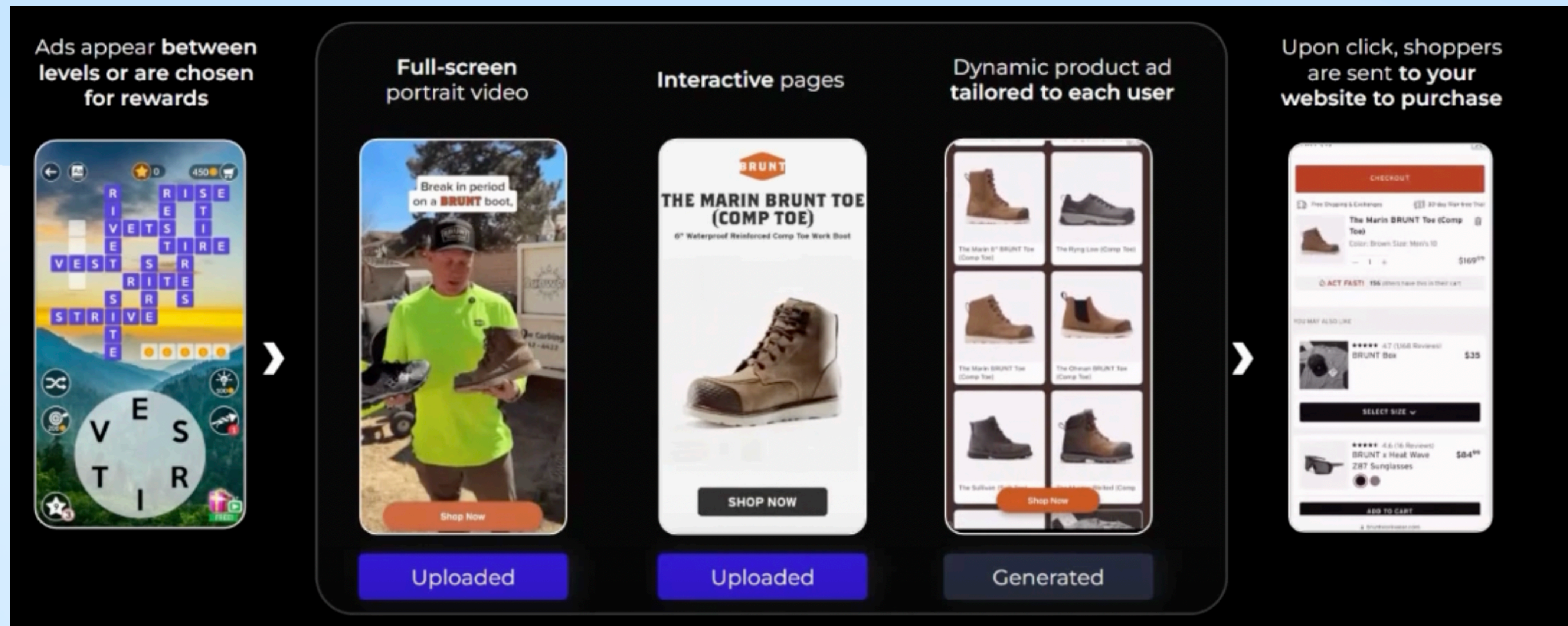
Min. view time

**56s**

Med. view time

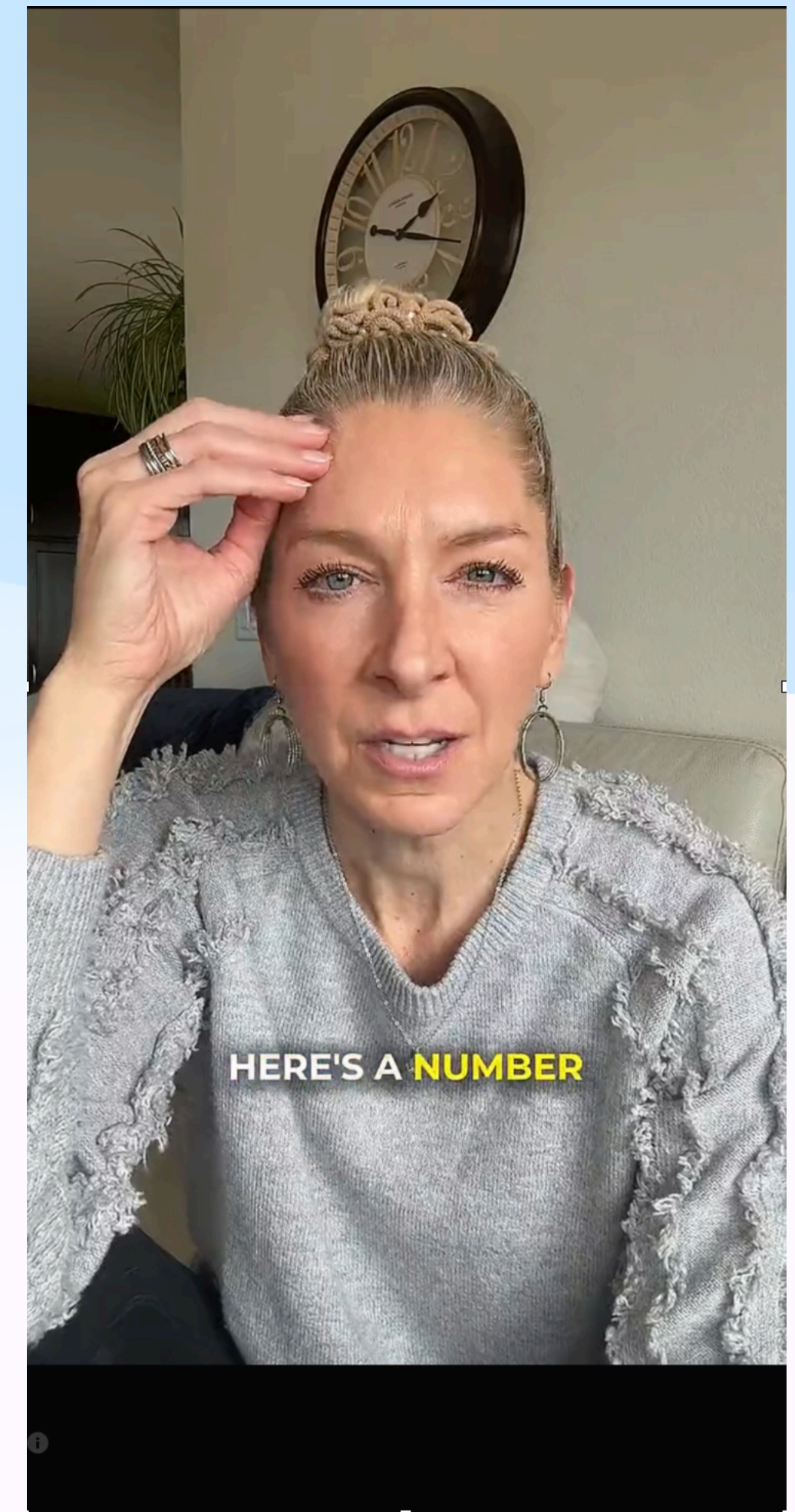


- **Each impression = THREE components**
- Full-screen video (unskippable 5-30s depending on placement)
- **Interactive page (guaranteed second impression)**
- DPA / DOA / Closing card (auto-generated from catalog)
- **All three combine for 35-second median view time**
- User sees ALL three even if they click and come back



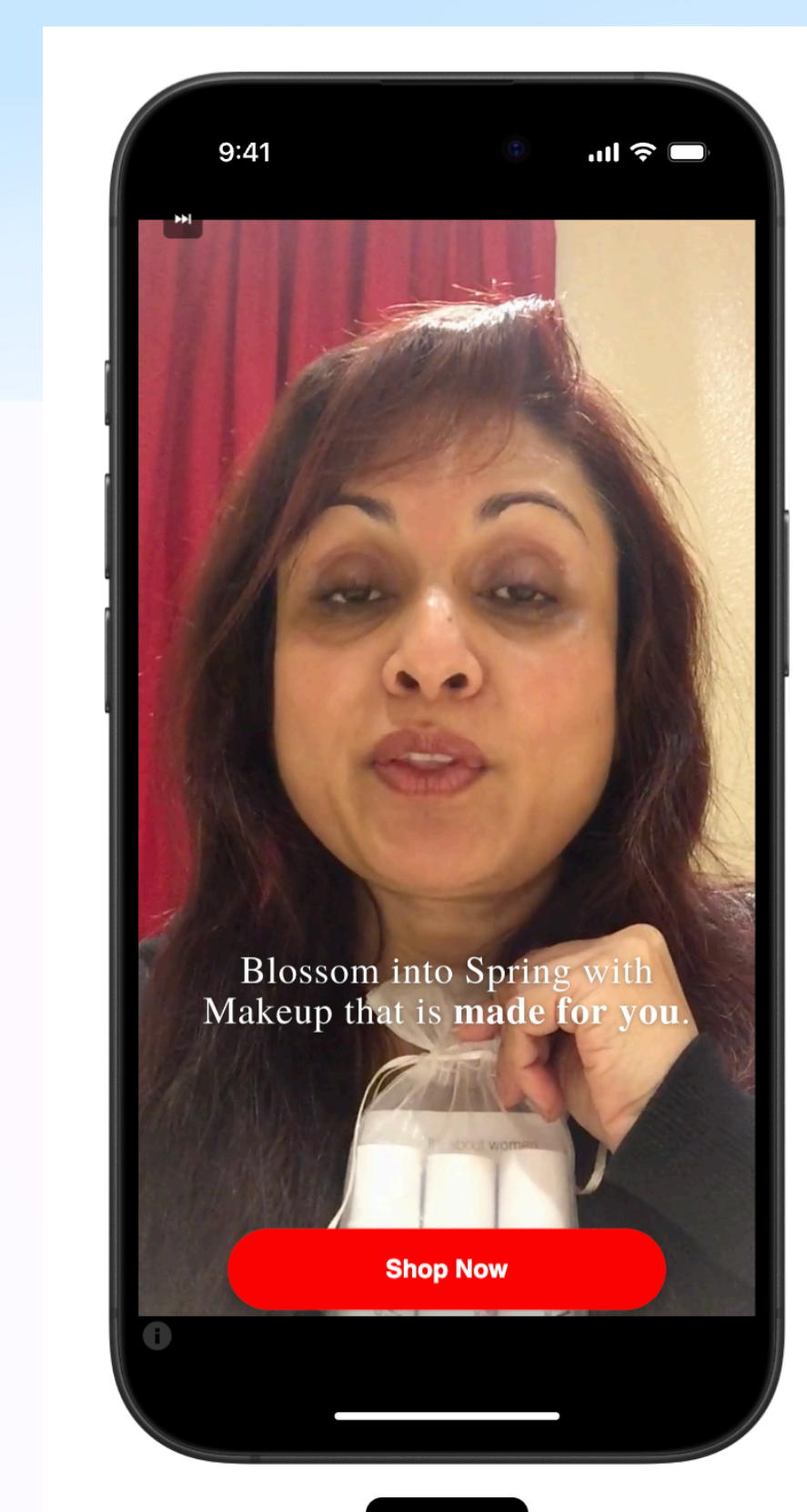
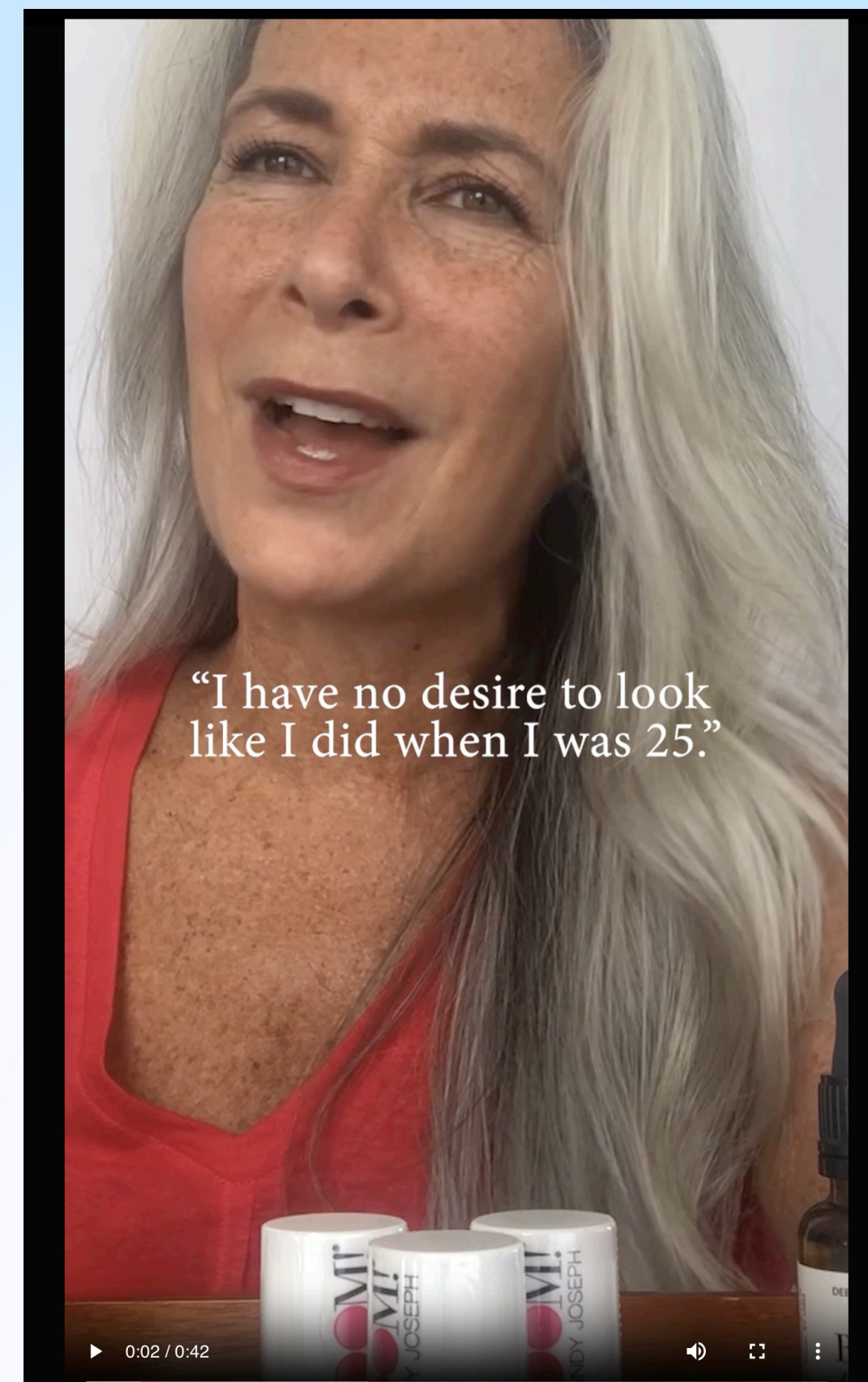


- **Sound Is OFF by Default**
  - 95% of top spending videos had prominent captions
  - **Captions are NOT optional on this platform**
  - Must be highly legible, top third of frame
  - **All messaging must work with sound off**
- 
- **Longer Videos WIN Here (Different from Social)**
  - 67% of spend on top-performing vids = 30 sec. or longer
  - **You have TIME - use it**
  - Longer = more storytelling, more education
  - **Cold audiences need the full pitch**
  - This is opposite of "hook in 1 second" social mentality



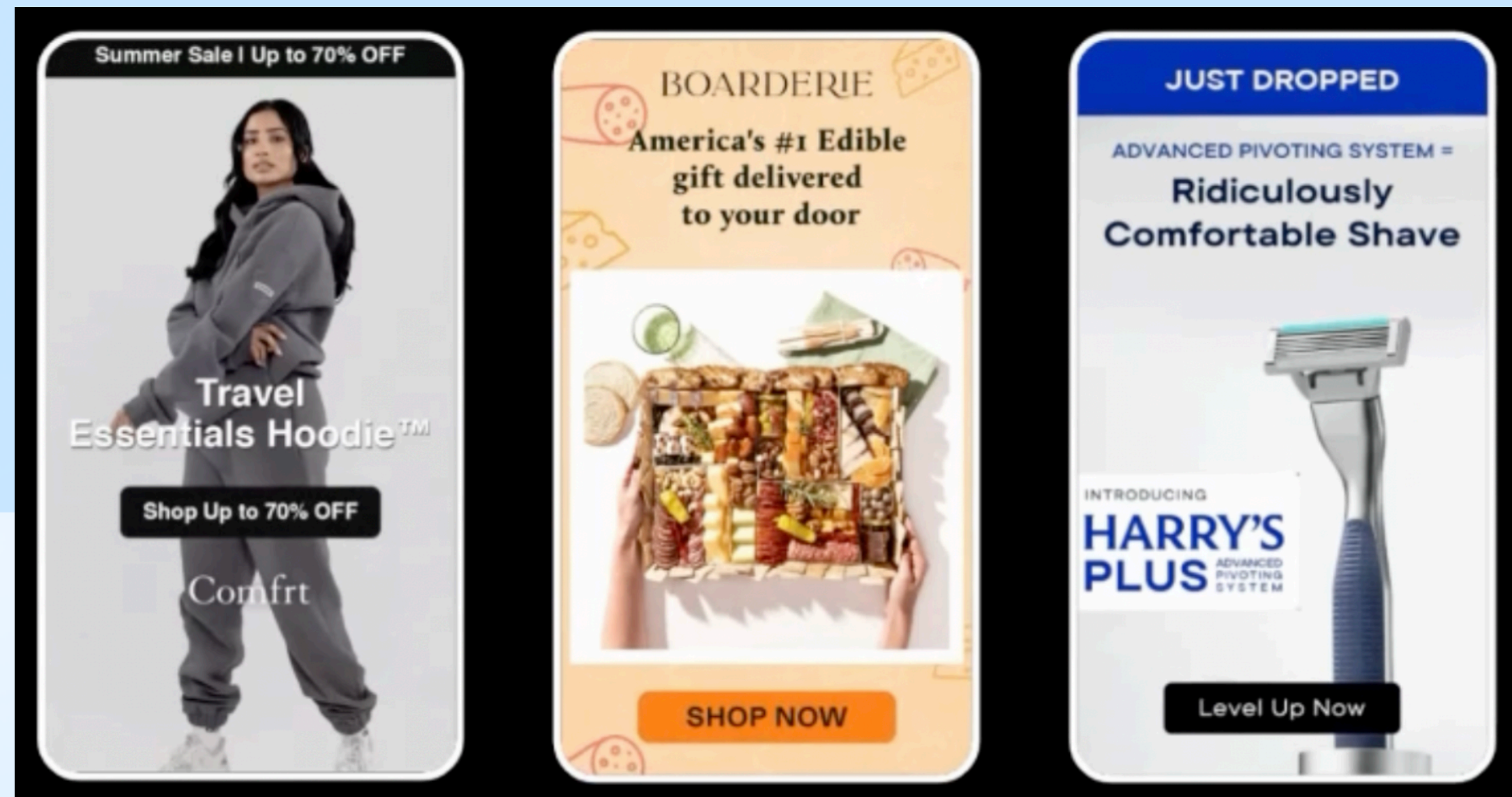


- **The Portfolio Approach**
- 1-minute video is the MAIN SHOW
- **Quick hitter 20-second testimonials = supporting cast**
- Static ads with copy = supporting cast
- **All can be in the same portfolio of assets, but long-form is the star**





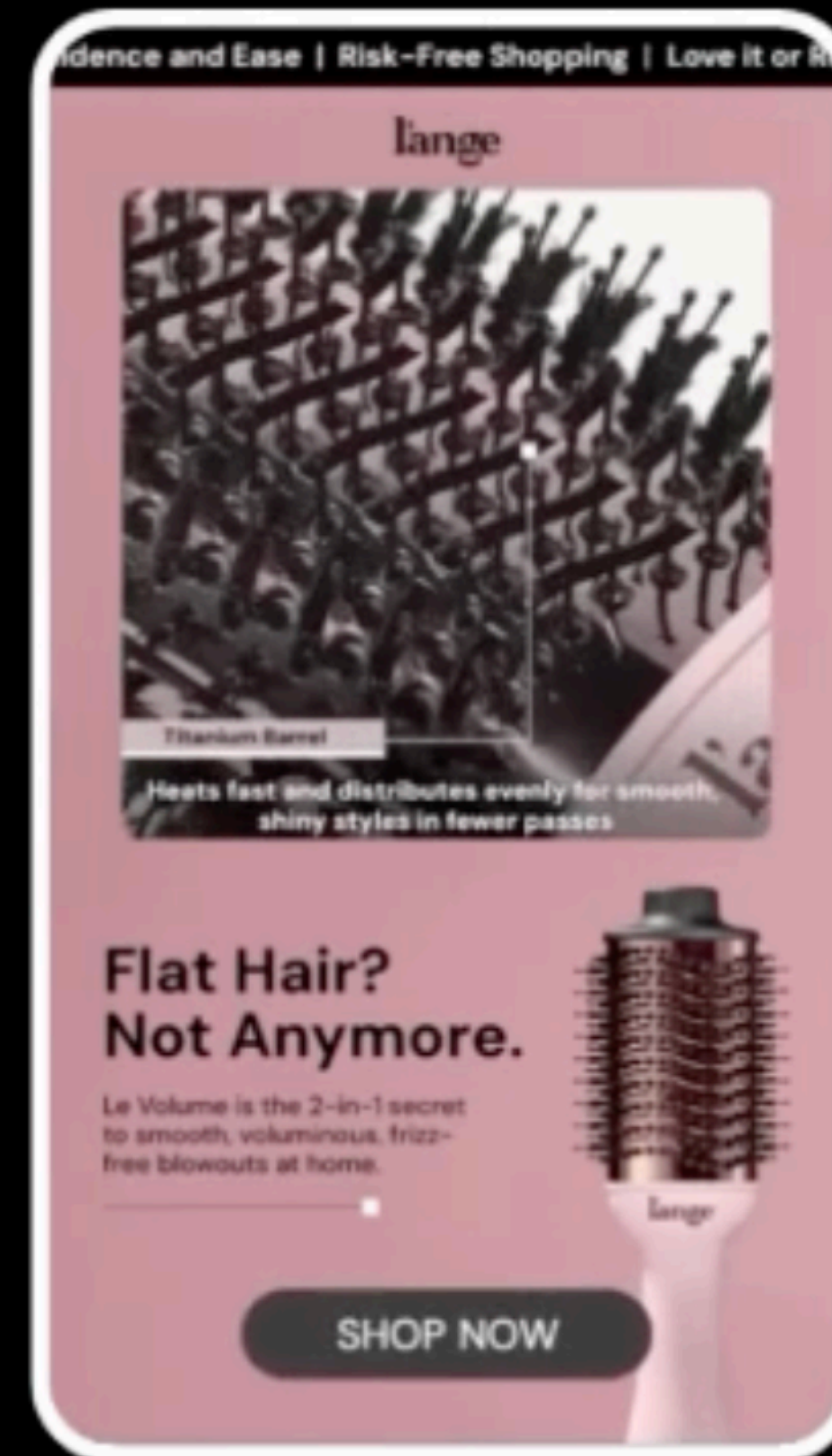
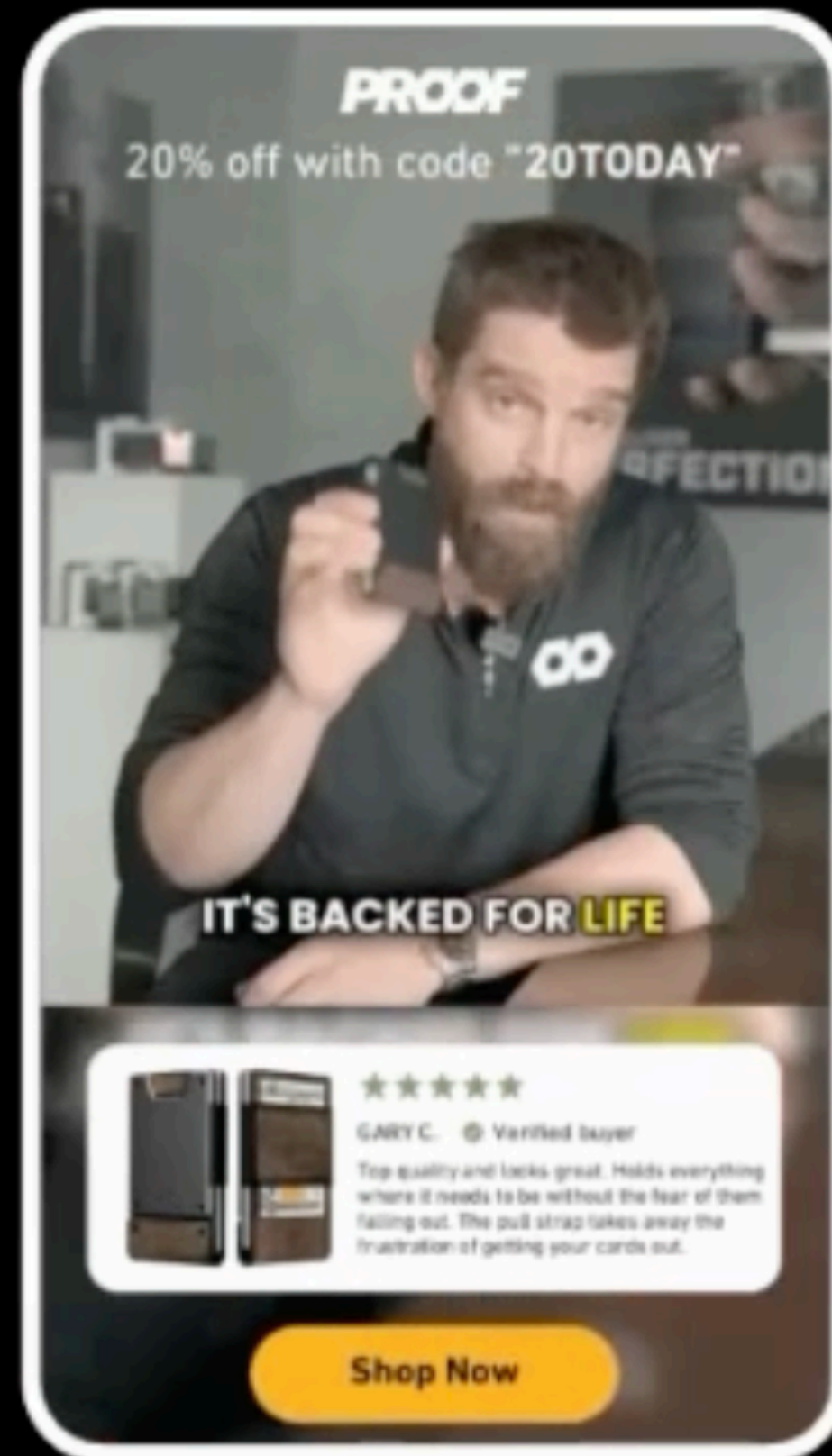
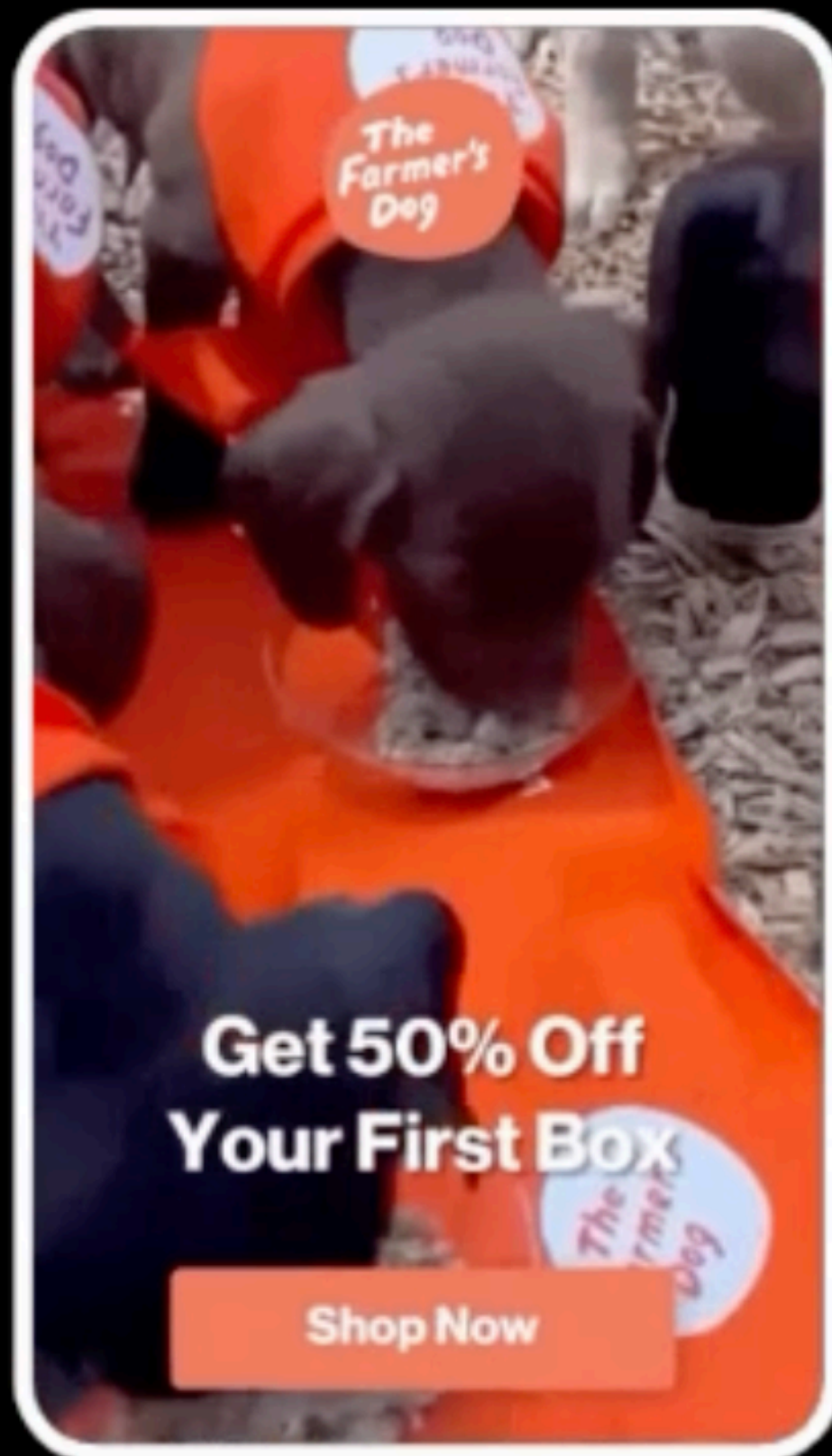
- **Interactive Pages (Title Cards) Are NOT an Afterthought**
- Drive 50%+ of total clicks
- **Guaranteed impression - shows even if user clicked video and returned**
- Treat as EQUALLY important to video
- **This is different from every other platform**
- Think of it as a "mini landing page" inside the ad - keeps users engaged and ready to shop



- **Static image; platform automatically adds a with CTA overlay**
- GIF (clips from winning videos); platform automatically adds a CTA overlay
- **Templates available: Feature Highlights, Carousel, Quiz, etc.**
- Can build in-platform with their Creative Studio tool



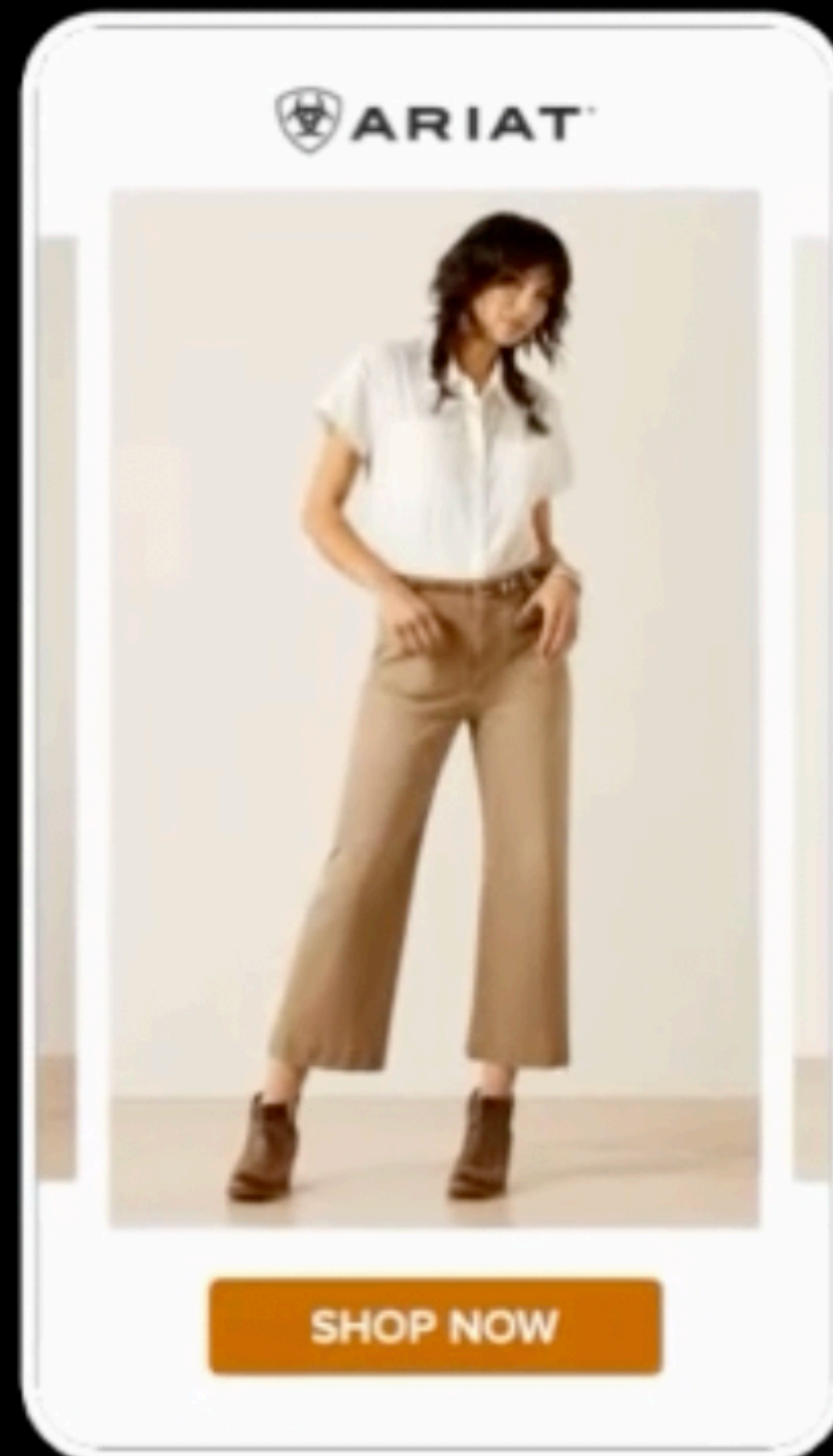
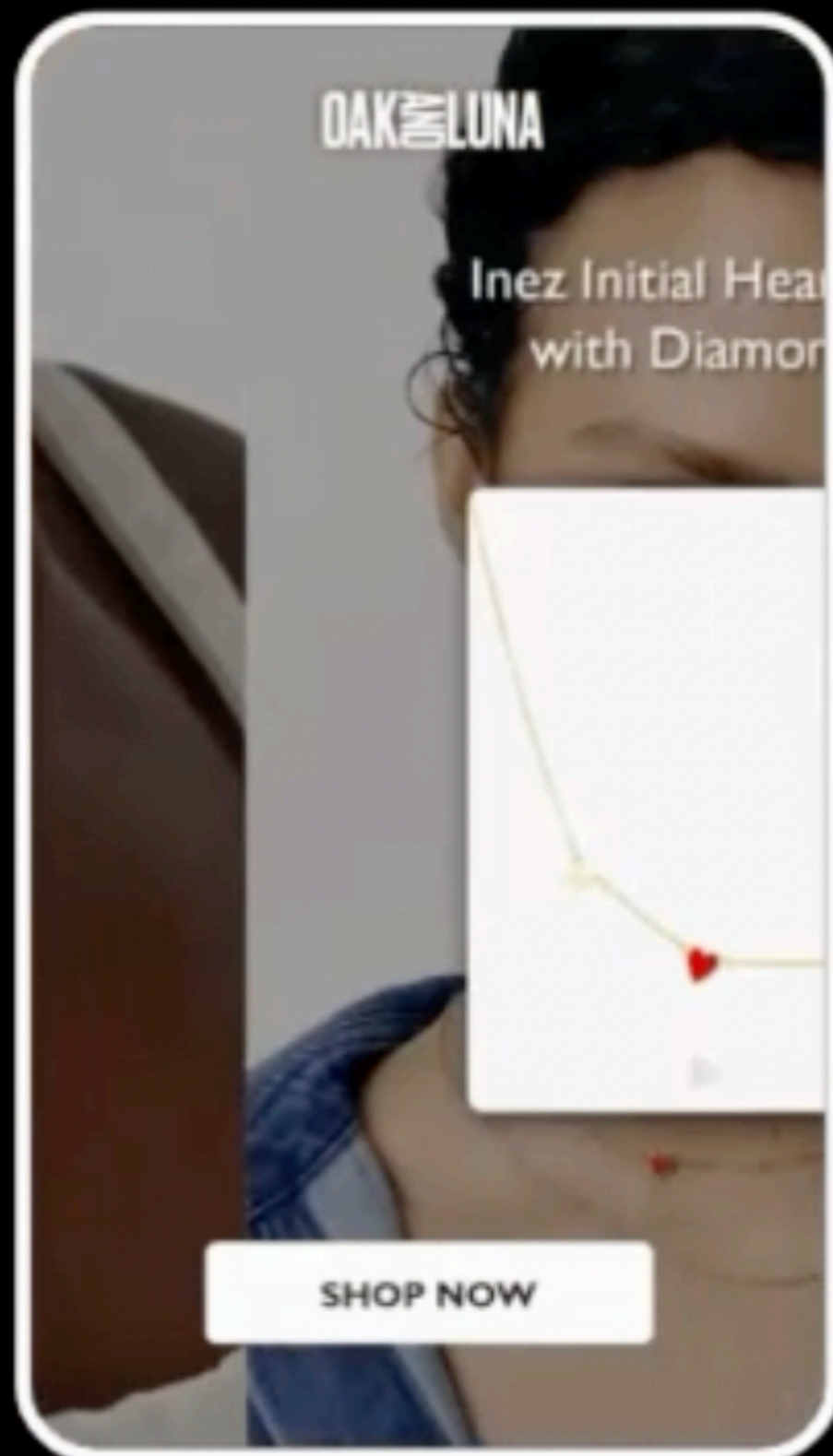
# Winning concepts: video convert



- Use high-performing video ad footage as the core asset
- Add simple text overlays to highlight offers and product
- Include light animations and transitions for visual polish
- Pair with short, attention-grabbing captions
- Build to convert with fast-paced, mobile-optimized storytelling



# Winning concepts: carousel



- Smooth transitions and lightweight animations enhance flow
- Each frame includes product name, price, and CTA
- Drives higher engagement by showcasing more SKUs in one creative, improving chances user sees something they like



# Winning concepts: before & after

RODAN+FIELDS



REDEFINE MULTI-FUNCTION EYE CREAM



Improves the look of:

- fine lines
- wrinkles
- crow's feet

SHOP NOW

\*Unretouched photos. Results may vary depending on multiple factors, age, gender, skin type and condition. Consulted product used. Consult your doctor, dermatologist, and/or physician.

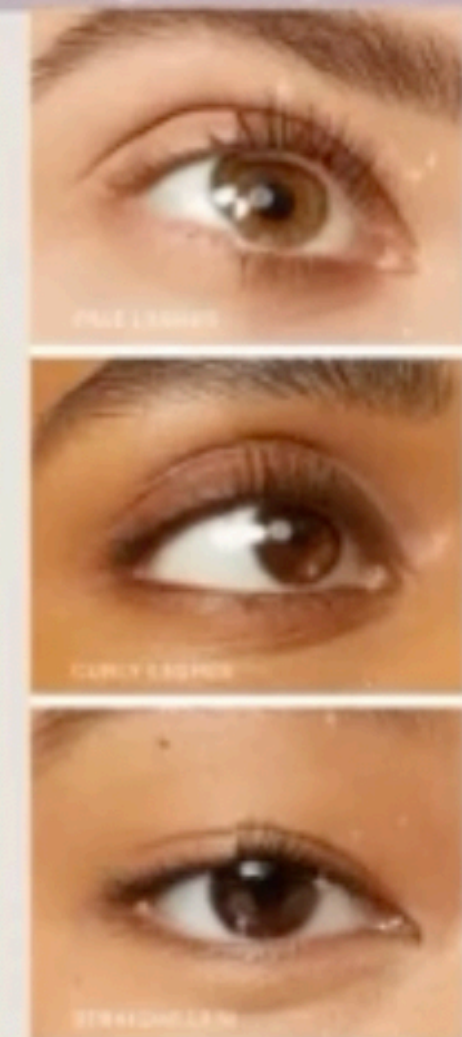
ILIA

Never-Ending Beauty



Limitless Lash Mascara

\$28 USD



SHOP NOW

F R O Y K  
O R G A N I C S



BE AFT

Karen K.  
INSTANT GLOW ★★★★★



The Complete System for Mature Women's Skin  
\$159 \$200

SHOP NOW

- Show side-by-side before and after images of real users
- Clearly highlights visible results and product impact
- Build trust by showing authentic transformations
- Include product placement for context and clarity
- Great for demonstrating value in skincare, wellness, and beauty



# Winning concepts: review



prime  
prometics

END OF SUMMER SALE SALE UP TO 25% OFF Code: SUMMER25

All-Day Confidence Bundle:  
Flawless even skin meets  
fabulous eyes!

★★★★★  
I really **like** the eyeliner! I had an  
eyeliner that I've used for years  
and I really like it, but I think I love  
this **a lot more.**

- Carolyn K.

Shop Now



ASHLEY

★★★★★

**SHOWSTOPPER!**

Couldn't be happier with this bed frame, super sturdy, and absolutely silent! I was worried knock against my walls but it stay put. Craftmanship is off the charts for the price! if you're on the fence about this bed, don't hesitate

- CARRIE M

TAKSTON KING PANEL BED

Shop Now



grüns

★★★★★

10/10 would recommend

The convenience and taste are huge! Like mixed berries! Plus not having to clean a shaker bottle or extra dishes for greens stuff in powder form, is absolutely excellent!

Dustin O.

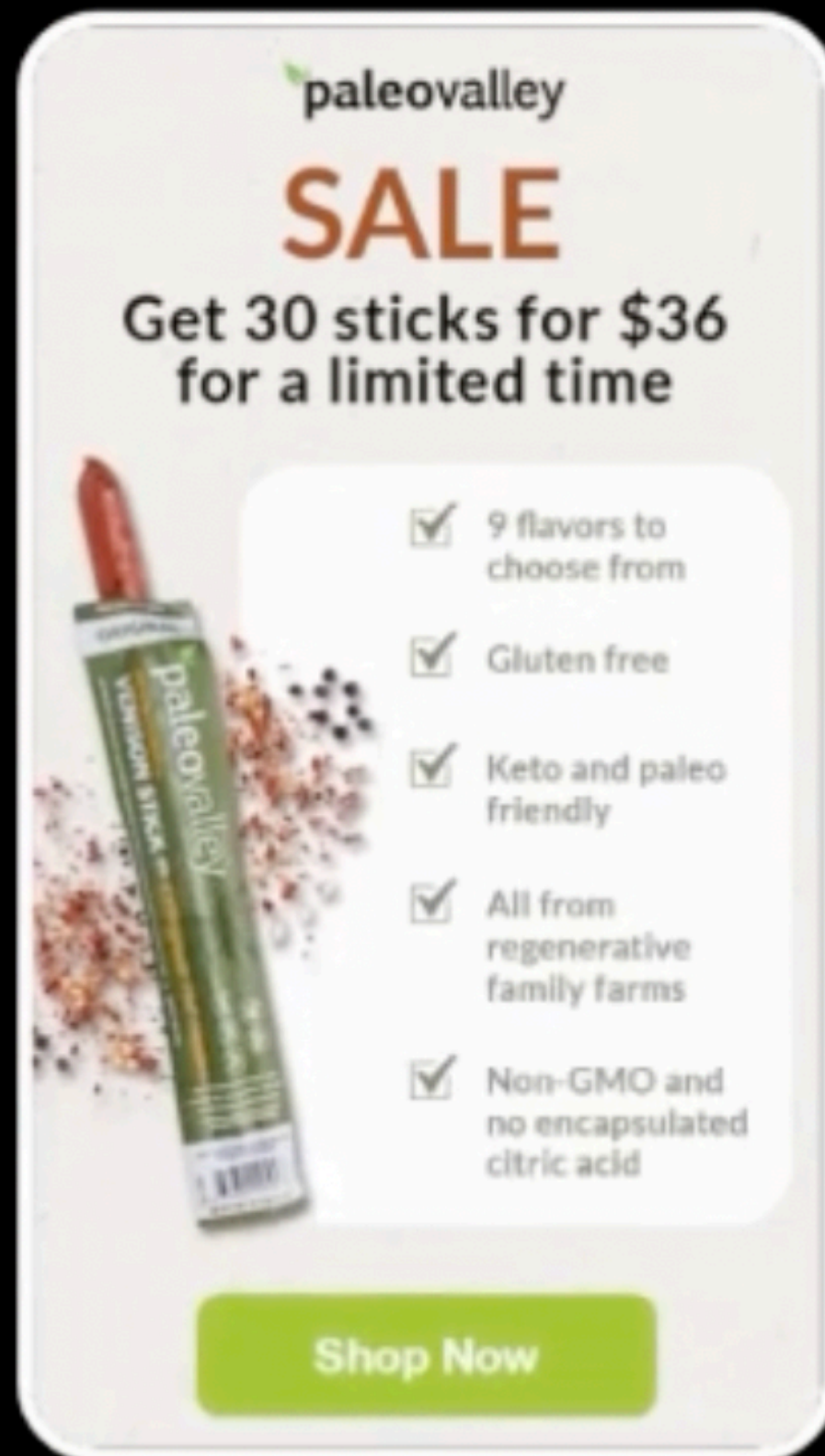
grüns

Shop Now

- Show real 5-star reviews from happy customers
- Pair testimonials with product visuals for added context
- Star ratings and short quotes add a human touch
- Clean, easy-to-read layout highlights feedback clearly
- Use smooth transitions to showcase reviews in an eye-catching way



# Winning concepts: infographic



paleovalley

## SALE

Get 30 sticks for \$36 for a limited time



- ✓ 9 flavors to choose from
- ✓ Gluten free
- ✓ Keto and paleo friendly
- ✓ All from regenerative family farms
- ✓ Non-GMO and no encapsulated citric acid

Shop Now



SAVAGE X FENTY

## \$6 BOXER BRIEFS

FOR NEW REWARDS MEMBERS

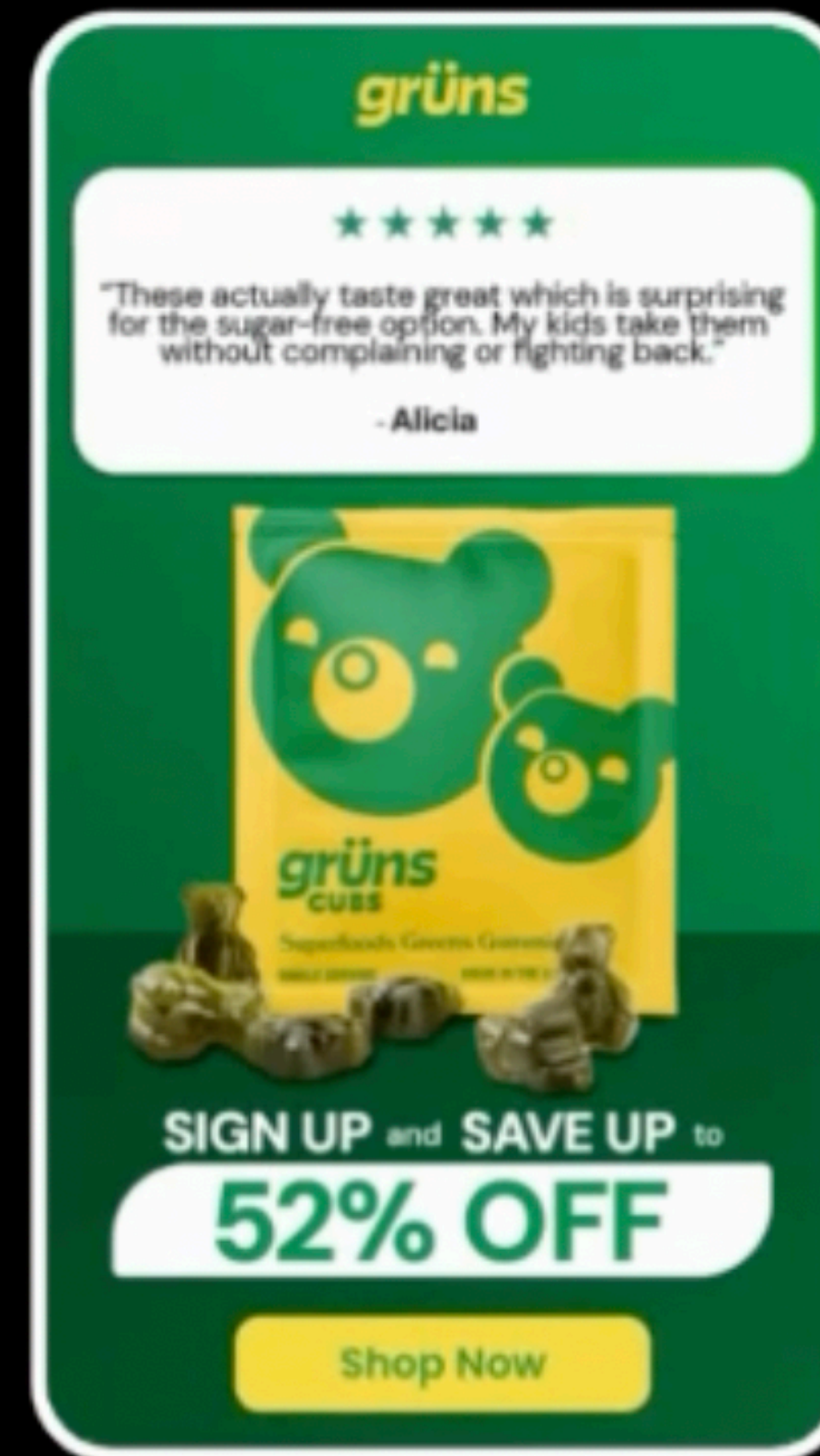
NEW COLORS ADDED



SHADOW FIT BOXER BRIEFS

- SWEAT WICKING
- SLEEK LOGO WAISTBAND
- ANTIMICROBIAL PROPERTIES

SHOP NOW



grüns

★★★★★

"These actually taste great which is surprising for the sugar-free option. My kids take them without complaining or fighting back."

- Alicia



SIGN UP and SAVE UP to

## 52% OFF

Shop Now

- Simplify product education with clean, visual storytelling
- Turn complex benefits into quick, engaging takeaways
- Use icons, highlights, and brief copy for clarity
- Ideal for higher consideration categories
- Built to inform fast and drive confident conversions



# 04

SECTION FOUR

## The Proof

Real case studies, real numbers, real results



# Agency Case Study: Safe Sleeve

Launched on Axon in Q4 2025. Bootstrapped  
Sells Pet Products

**\$45k in 90 days**

Start from scratch

**0.85 NC ROAS**

in December 2025 from Axon

## Key Takeaways

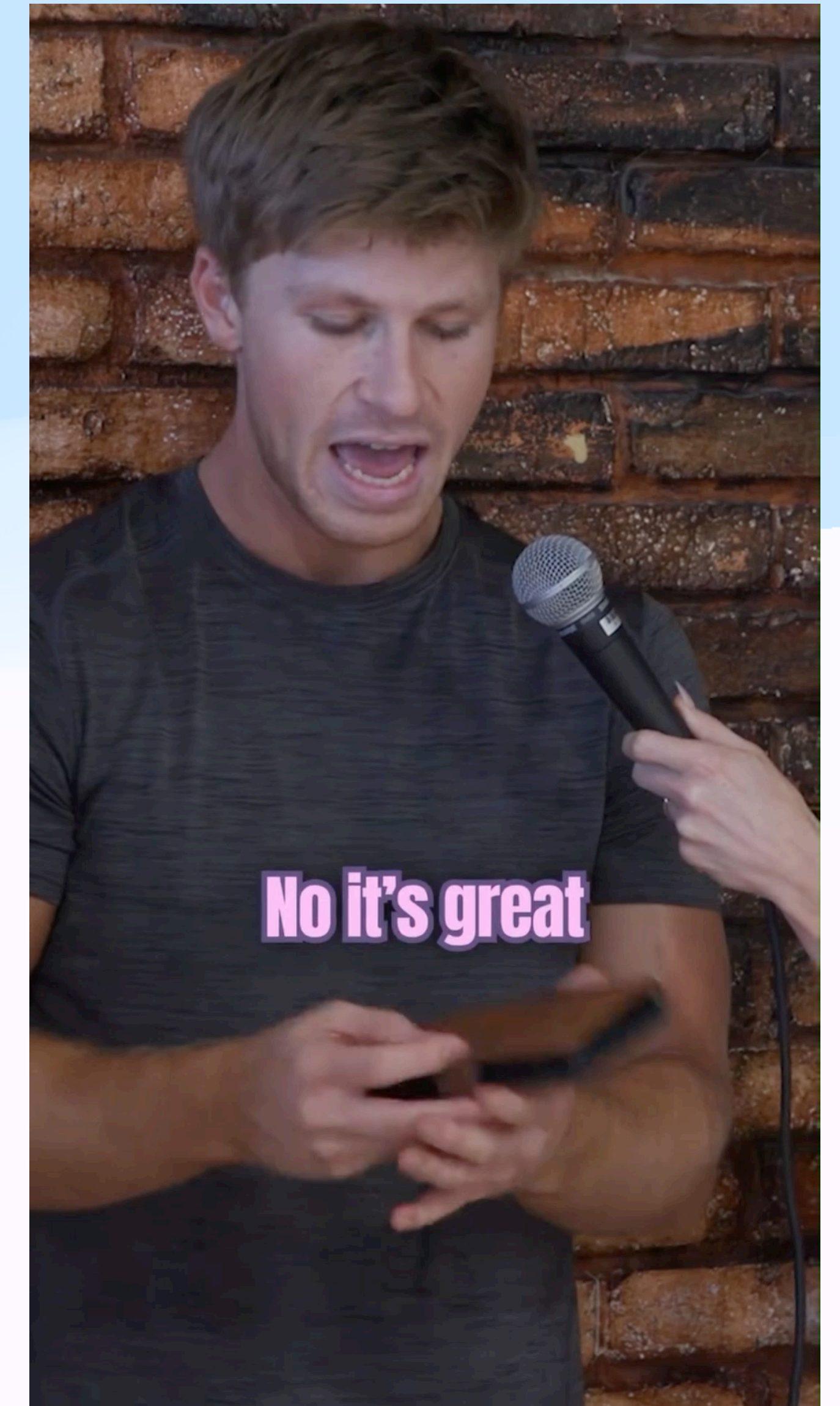
\$15,000/month with 84% new customers

Meaningful channel diversification

"Axon now is Facebook ads in 2014—don't miss the boat!"



# Best performing videos





# Best performing Interactives

## YOUR PHONE CASE SHOULD DO MORE THAN JUST LOOK GOOD

Protect your phone, your data, and even your health with SafeSleeve.



**SAFESLEEVE**

 Endorsed by Doctors

 **Trusted Since 2011**

## YOUR PHONE CASE SHOULD DO MORE THAN JUST LOOK GOOD

Protect your phone, your data, and even your health with SafeSleeve.



**SAFESLEEVE**

 Endorsed by Doctors

 Trusted Since 2011

# WORLD'S SAFEST PHONE CASE

Blocks up to 99% of EMF Radiation



EMF Protection • RFID-Blocking Wallet • Military-Grade Protection



**SAFESLEEVE**

 Endorsed by Doctors

 Trusted Since 2011



# Campaign Structure

Home page, product page and sale page  
One campaign per URL

| Campaign                            |                                                                |                                                                                                                                                                                                                                                                   | Created on | Status | Goal type | Audience Strategy | Day target | Destination URL | Budget   | Impressions |
|-------------------------------------|----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--------|-----------|-------------------|------------|-----------------|----------|-------------|
| <input checked="" type="checkbox"/> | HP   ROAS 125%   US   Full Catalog   SMA                       |          | 2026-04-01 | Live   | ROAS      | Prospecting       | DAY7       | https://www...  | \$405.21 | 65,759      |
| <input checked="" type="checkbox"/> | iPhone 17   Original   PDP   ROAS 125%   US   Full Catalog ... |          | 2026-05-08 | Live   | ROAS      | Prospecting       | DAY7       | https://www...  | \$55.11  | 8,589       |
| <input checked="" type="checkbox"/> | Memorial Day Sale   ROAS 125%   US   Full Catalog   SMA        |          | 2026-05-21 | Live   | ROAS      | Universal         | DAY7       | https://www...  | \$100.00 | -           |
| <input type="checkbox"/>            | TOF   CPP \$85   WW   D7   Prospecting   No Catalog   SM...    |    | 2026-02-02 | Paused | CPP       | Prospecting       | DAY7       | https://www...  | \$170.00 | -           |
| <input type="checkbox"/>            | TOF   CPP \$85   WW   D7   Prospecting   Catalog   SMA 0...    |    | 2026-02-03 | Paused | CPP       | Prospecting       | DAY7       | https://www...  | \$170.00 | -           |
| <input type="checkbox"/>            | TOF   CPP \$85   US   D7   Prospecting   Catalog   SMA 04....  |    | 2026-02-04 | Paused | CPP       | Prospecting       | DAY7       | https://www...  | \$85.00  | -           |



# Agency Case Study: SweetFlexx



Launched in Q4. Bootstrapped  
Resistance wear leggings

**\$1,500/day**

Scaled from \$300/day

**1.5x NC-ROAS**

with Triple Whale Attribution Source

## Key Takeaways

90% new customers

Higher NC ROAS than Meta

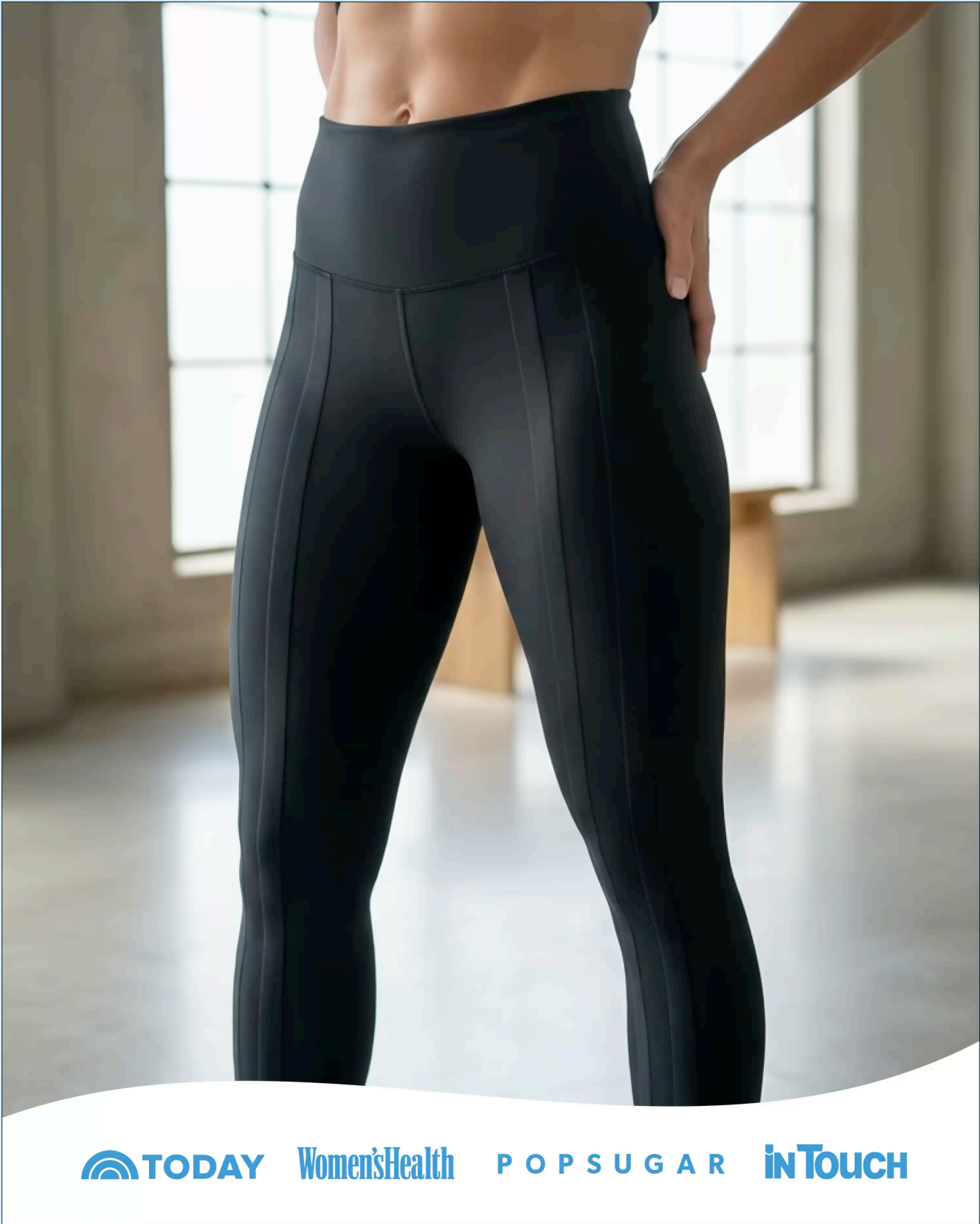
15% of total paid media mix

Meaningful diversification from Meta

"Finally, a way to get away from the Meta monopoly."



# Best performing videos



Sweetflexx<sup>™</sup>

Marilexy, Mother Of Two

BEFORE SWEETFLEXX

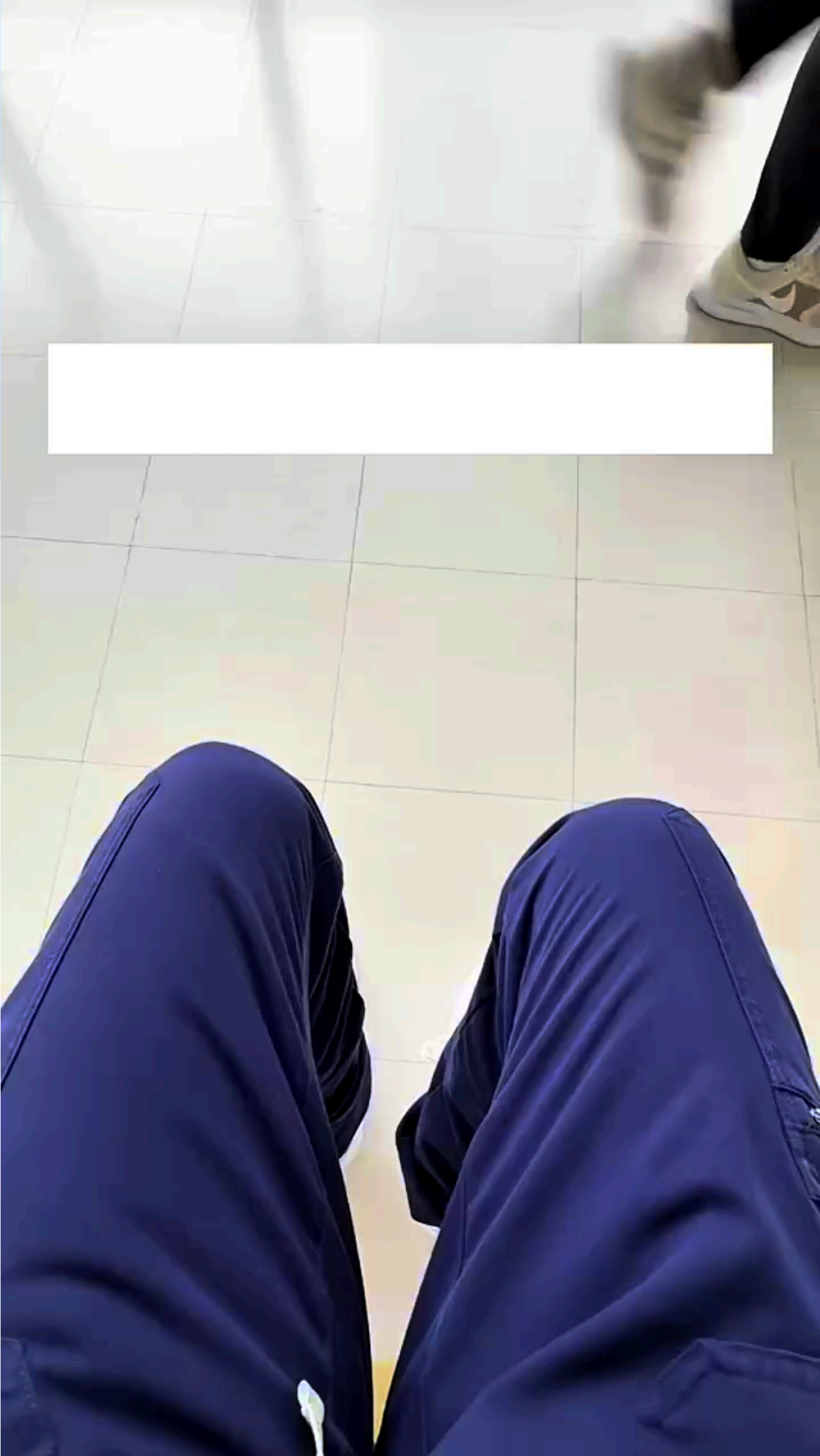
AFTER SWEETFLEXX

Tone Your Legs  
With Every Step

Leggings with built in resistance  
that help you tone your legs as  
you move throughout your day.

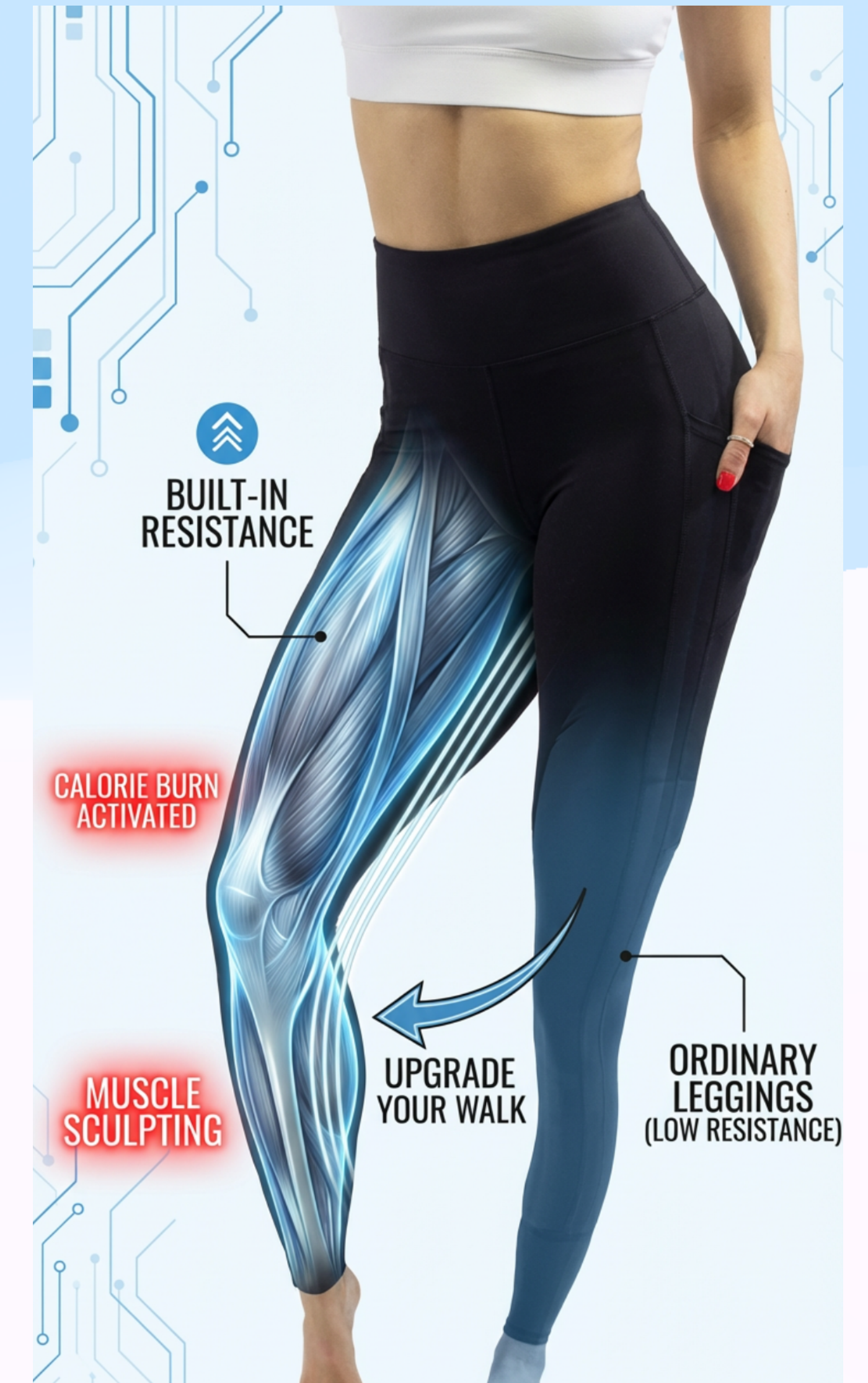
★★★★★  
11,000+ 5 STAR REVIEWS

Today Women's Health POPSUGAR inTouch





# Best performing Interactives ([usetthumbstop.ai](https://www.usetthumbstop.ai))





# Campaign Structure

| Campaign                                                                                               |  |  |  |  | Created on | Status | Goal type | Audience Strategy | Day target | Destination URL         |
|--------------------------------------------------------------------------------------------------------|--|--|--|--|------------|--------|-----------|-------------------|------------|-------------------------|
| <div><div></div><div>TOF   ROAS 150%   DPA ...</div><div><div></div><div></div><div></div></div></div> |  |  |  |  | 2026-03-30 | Live   | ROAS      | Prospecting       | DAY7       | https://sweetflexx.com/ |

| CreateImport             |                                   |                                   |                                   |                         |            |      |                  |        |             |            |        |         |        | Reporting is based on <a href="#">click-through attribution</a> |     |         |  | Columns |  | Cohor |  |
|--------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-------------------------|------------|------|------------------|--------|-------------|------------|--------|---------|--------|-----------------------------------------------------------------|-----|---------|--|---------|--|-------|--|
| <input type="checkbox"/> | Creative set                      |                                   |                                   | Destination URL         |            |      | Created on (UTC) | Status | Impressions | Clicks     | CTR    | Spend   | CPC    | CPM                                                             | NV% | DO ROAS |  |         |  |       |  |
| <input type="checkbox"/> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | https://sweetflexx.com/ | 2026-04-13 | Live | 167,615          | 6,622  | 3.95%       | \$4,971.06 | \$0.75 | \$29.66 | 88.56% | 143.04%                                                         |     |         |  |         |  |       |  |
| <input type="checkbox"/> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | https://sweetflexx.com/ | 2026-05-05 | Live | 1,920            | 74     | 3.85%       | \$125.72   | \$1.70 | \$65.48 | 22.41% | 79.29%                                                          |     |         |  |         |  |       |  |
| <input type="checkbox"/> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | https://sweetflexx.com/ | 2026-05-12 | Live | 2,836            | 111    | 3.91%       | \$106.79   | \$0.96 | \$37.65 | 50%    | 65.63%                                                          |     |         |  |         |  |       |  |
| <input type="checkbox"/> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | https://sweetflexx.com/ | 2026-03-30 | Live | 1,278            | 59     | 4.62%       | \$73.89    | \$1.25 | \$57.82 | 47.27% | 321.11%                                                         |     |         |  |         |  |       |  |
| <input type="checkbox"/> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | https://sweetflexx.com/ | 2026-03-30 | Live | 1,121            | 45     | 4.01%       | \$58.28    | \$1.30 | \$51.99 | 48.72% | 174.5%                                                          |     |         |  |         |  |       |  |
| <input type="checkbox"/> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | https://sweetflexx.com/ | 2026-05-12 | Live | 1,264            | 49     | 3.88%       | \$57.80    | \$1.18 | \$45.73 | 35.71% | 0%                                                              |     |         |  |         |  |       |  |
| <input type="checkbox"/> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | https://sweetflexx.com/ | 2026-03-30 | Live | 1,285            | 56     | 4.36%       | \$54.42    | \$0.97 | \$42.35 | 58.33% | 0%                                                              |     |         |  |         |  |       |  |
| <input type="checkbox"/> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | https://sweetflexx.com/ | 2026-03-30 | Live | 1,179            | 34     | 2.88%       | \$45.80    | \$1.35 | \$38.85 | 52%    | 0%                                                              |     |         |  |         |  |       |  |
| <input type="checkbox"/> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | https://sweetflexx.com/ | 2026-03-30 | Live | 686              | 15     | 2.19%       | \$39.41    | \$2.63 | \$57.45 | 40%    | 0%                                                              |     |         |  |         |  |       |  |
| <input type="checkbox"/> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | https://sweetflexx.com/ | 2026-04-13 | Live | 713              | 22     | 3.09%       | \$33.45    | \$1.52 | \$46.91 | 70.59% | 0%                                                              |     |         |  |         |  |       |  |
| <input type="checkbox"/> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | https://sweetflexx.com/ | 2026-03-30 | Live | 211              | 6      | 2.84%       | \$12.16    | \$2.03 | \$57.62 | 33.33% | 0%                                                              |     |         |  |         |  |       |  |
| <input type="checkbox"/> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | https://sweetflexx.com/ | 2026-03-30 | Live | 165              | 6      | 3.64%       | \$7.32     | \$1.22 | \$44.38 | 50%    | 0%                                                              |     |         |  |         |  |       |  |
| <input type="checkbox"/> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | <div><div></div><div></div></div> | https://sweetflexx.com/ | 2026-03-30 | Live | 115              | 1      | 0.87%       | \$4.48     | \$4.48 | \$38.92 | 100%   | 0%                                                              |     |         |  |         |  |       |  |
| Total                    |                                   |                                   |                                   |                         |            |      | 180,388          | 7,100  | 3.94%       | \$5,590.58 | \$0.79 | \$30.99 | 85.65% | 136.29%                                                         |     |         |  |         |  |       |  |



# Agency Case Study: Parlor Games

Launched in Q4. Bootstrapped  
Resistance wear leggings

**\$5,000/day**

Scaled from \$0 a few months ago

**0.45x NC-ROAS**

with Triple Whale Attribution Source

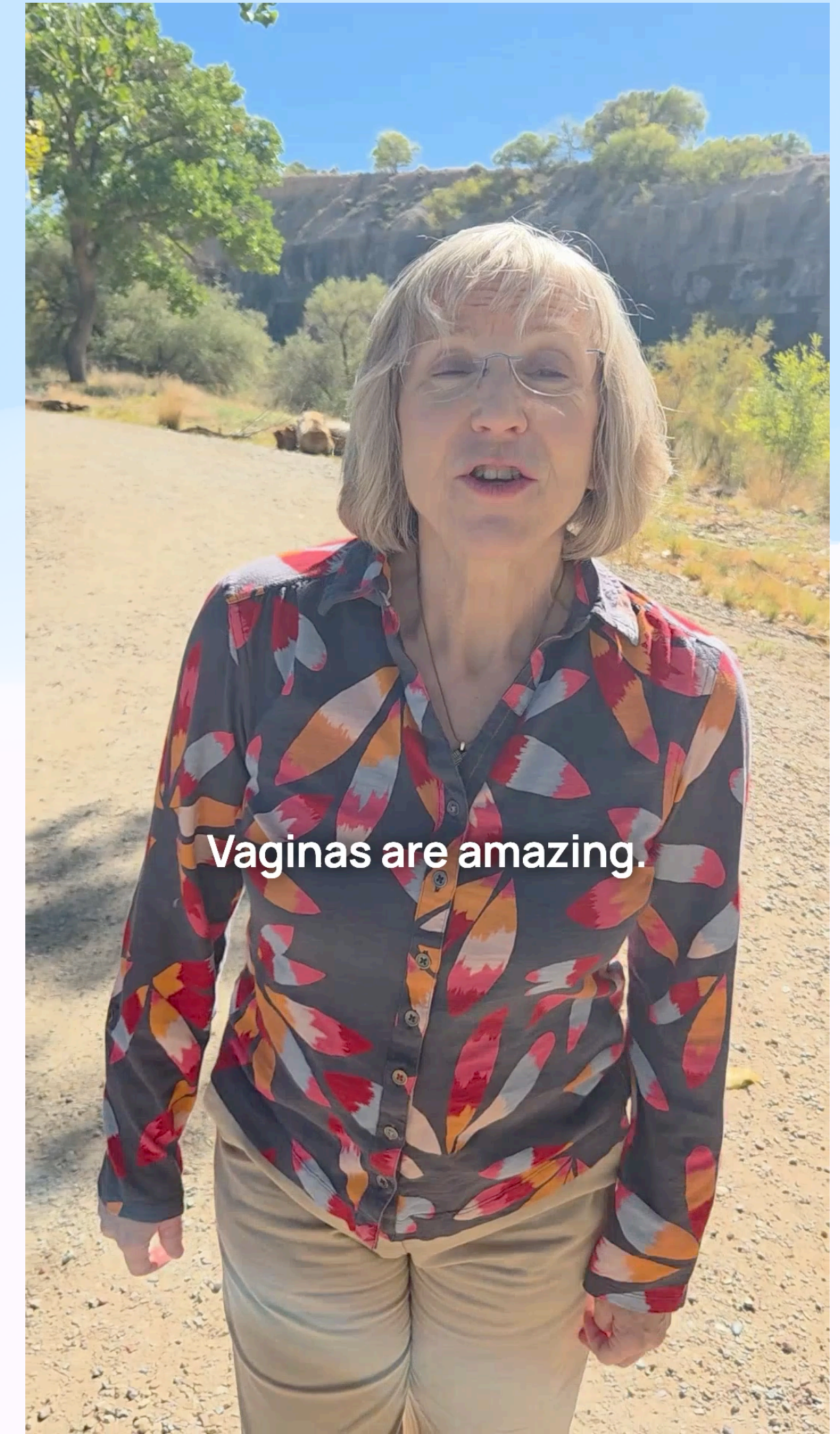
## Key Takeaways

90% new customers

Enabled Scale



# Best performing videos





# Best performing Interactives ([usetumbstop.ai](https://www.usetumbstop.ai))

## STOP AVOIDING THE BEDROOM.

Support natural lubrication and reclaim intimacy with targeted **bioidentical estriol**.



★★★★★

Rated 4.8/5 by Thousands of Rejuvenated Women

Paraben-Free Vegetarian

RECLAIM YOUR INTIMACY NOW

## INTIMACY SHOULDN'T HURT.



RECLAIM YOUR COMFORT

with estriol. Silky Peach recovers what menopause takes away.

## Don't just survive menopause. Thrive in it.

Targeted estriol to replenish natural lubrication and intimacy.





# Best performing Interactives



Take the 28 Day Challenge for only \$29



100% Satisfaction Guarantee

Shop Now



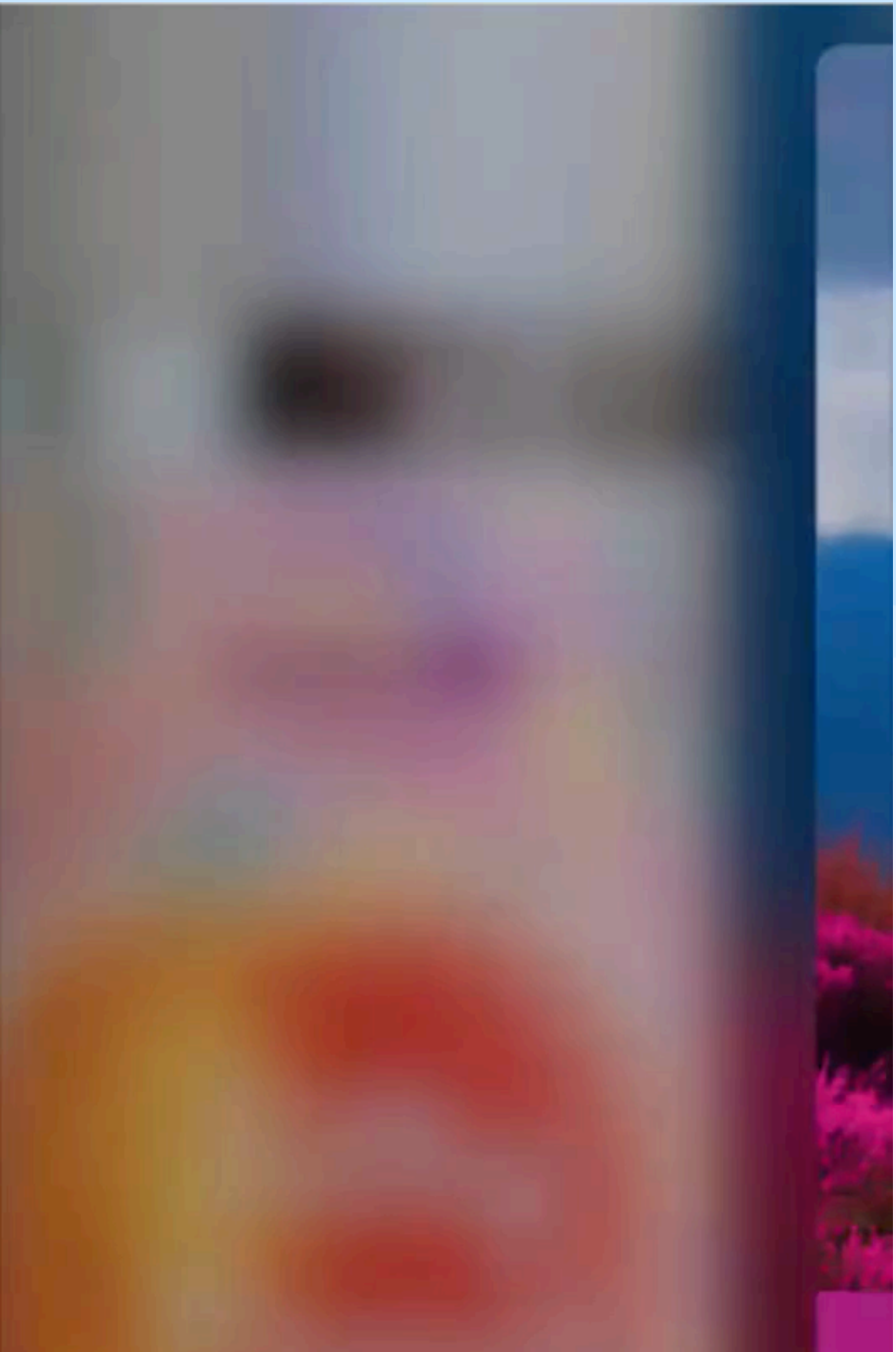
Love your aging lady bits



Bio-Identical Estriol

Paraben Free

Shop Now



Learn More



# Campaign Structure

| <input type="checkbox"/> | Campaign                            |                             |  |  |     | Created on | Status | Goal type | Day target |
|--------------------------|-------------------------------------|-----------------------------|--|--|-----|------------|--------|-----------|------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | SPC_CPP_Prospecting_D0      |  |  | ... | 2025-11-20 | Live   | CPP       | DAY0       |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | SPC_PDP_ROAS_Discovery_D0   |  |  | ... | 2026-03-03 | Live   | ROAS      | DAY0       |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | SPC_PDP_ROAS_Prospecting_D7 |  |  | ... | 2025-12-17 | Live   | ROAS      | DAY7       |
| <input type="checkbox"/> | <input type="checkbox"/>            | SPC_ROAS_Prospecting_D7     |  |  | ... | 2025-12-03 | Paused | ROAS      | DAY7       |
| <input type="checkbox"/> | <input type="checkbox"/>            | SPC_PDP_CPP_Prospecting_D0  |  |  | ... | 2026-01-02 | Paused | CPP       | DAY0       |



# What Metrics Should You Anchor On?

## New Customer ROAS (NC-ROAS)

According to 3rd-Party Tracking Tools (Triple Whale, Northbeam)

### ✓ DO Track

- NC-ROAS via 3P Tools
- New Customer %
- Blended ROAS / MER
- Cost per New Visitor

### ✗ DON'T Obsess Over

- New Visitor % Alone
- In-Platform ROAS Only
- Last-Click Attribution
- Single-Channel Metrics

**Pro Tip:** Low New Visitor % Is Often a Browser Issue, Not an Audience Issue. Axon Uses Default Browser (Chrome/Safari) While Meta Uses In-App Browsers With Unique Cookies.



# What Works on Axon?

## ✓ What's Working

### Price Points

AOV \$40 – \$250 both work

### Categories

Pet, apparel, accessories, cookware, cosmetics, wellness, jewelry

### Creative

Long-form DR video (30–60s), strong captions, clear offer

### Landing Pages

Homepage, collection pages, sales pages all work

## ✗ Watch Out For

### Low Creative Volume

Model needs lots of assets to optimize — aim for creative parity with meta

### Short Videos Only

67% of top spend is on 30s+ videos

### Sound-Dependent Creative

Sound is OFF by default—captions required

### Ignoring Interactives

50%+ of clicks come from interactive pages



05

SECTION FIVE

# Getting Started



# Getting Started Is Easy

1

## Create Account

Sign up at [ads.axon.ai](https://ads.axon.ai)

2

## Install Pixel

Easily Connects to Shopify via App or Google Tag Manager—takes minutes

3

## Upload Your Best Direct Response Video Assets

Reuse existing top performers—no need to create from scratch (make sure it has captions!)

4

## Create interactive

Treat it like it's own ad unit

**Most brands are LIVE in under 24 hours**



# Getting Started Is Easy

5

## Campaign set up

Universal, D0/D7, ROAS/CPA, your top 3 offers

6

## Budget

Recommended: 10x CPA ... but do what is comfortable

7

## Creative sets

Per URL, product or creative category

8

## Common mistakes

Goals too restrictive, too little creative, cut too early, not enough page/offer testing

**Most brands are LIVE in under 24 hours**



**\$5k in Free Ad Credits  
When You Spend \$5k in 60 Days!**

**[www.SmartMarketer.com/Axon](http://www.SmartMarketer.com/Axon)**

**[SmartMarketerAgency.com](http://SmartMarketerAgency.com)**



# The Opportunity, Summarized

**1B+**

Daily Active Users

**35s**

Median View Time

**85%**

New Customers

**45%**

Higher ROAS vs Meta

## Why Now?

✓ 3rd largest DTC channel in under 1 year

✓ 75% of top 100 DTC brands already testing and/or scaling

✓ Lowest CPCs. Highest CTRs. (of any channel)

**This is Your Facebook 2016 Moment.**

**Do Not Miss It.**



