

Marketing Proposal

TYME 

Prepared By



NovusAds



Novus Ads

Novus Ads is a results-driven online marketing agency that focuses on effectively creating awareness for publicly traded companies looking for exposure to their brand. Our team is led by game-changing digital advertising veterans with decades of experience. We tailor make programs to achieve your desired results.

Quick Summary



Successfully create investor communication programs delivering direct, tangible results for our clients.

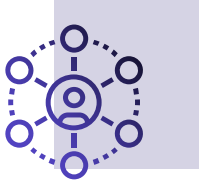


Our propriety approach leads to greater market awareness on a global scale, heightened visibility to the investor community and increased investor traffic to our client's website.



We encompass various strategic communications in our propriety programs with multi touch points that focus on effective online advertising channels, internal email marketing, social media, collateral materials, branding, public relations, investor relations, and corporate communications.

Services



Direct To Consumer Digital Marketing Programs

Raise awareness through multiple media channels including internal email, newsletters, search, display, social, native ads and others.



Social Media Audience Expansion

Enhance Tyme's social media placements and branding status via tailor-made landing pages, social media pages, ads, and posts.



Outbound Call Center

An affiliated division of NovusAds with a dedicated group of agents trained to make outbound calls to an extensive database of investment advisers, retail brokers, and accredited investors on Tyme's behalf.

Direct to Consumer Digital Marketing Program



Create awareness of
Tyme's brand, vision,
and goals among the
target audience



Send relevant traffic
to the landing pages

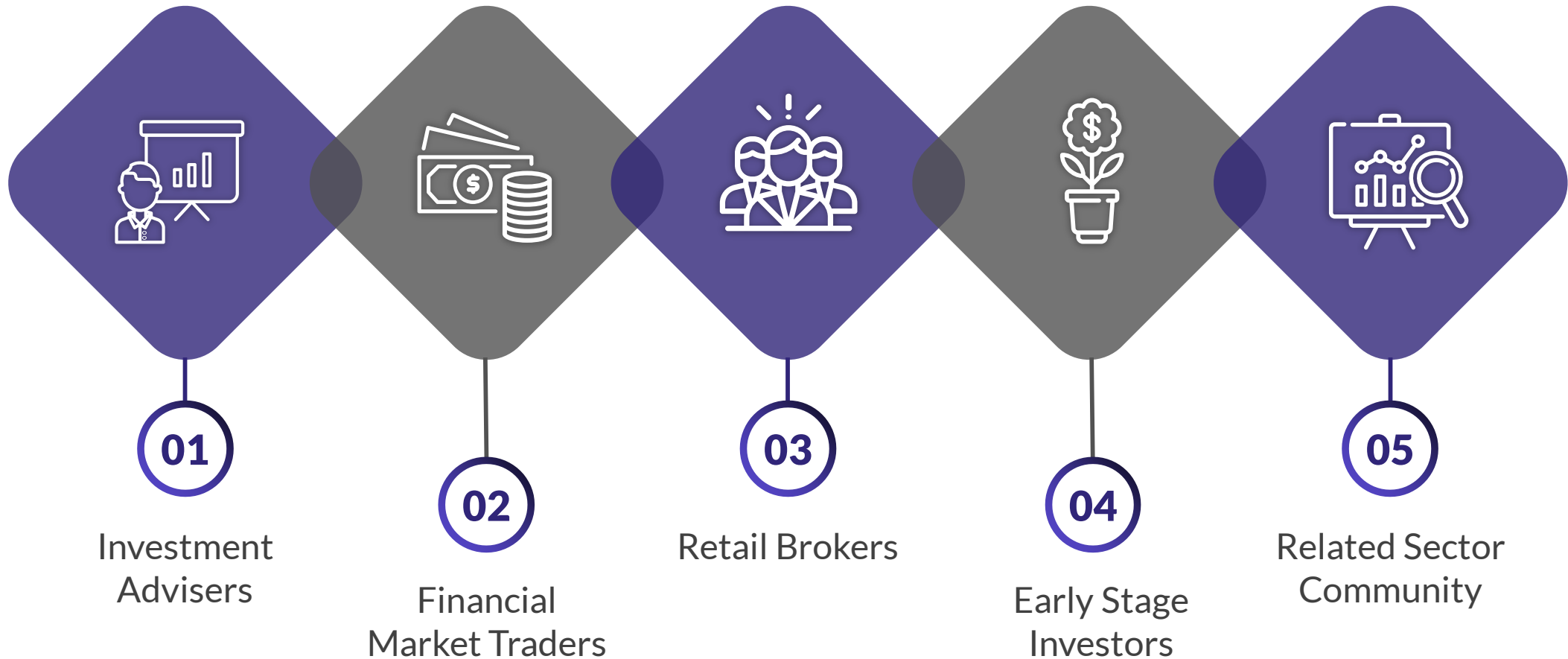


Engage a substantial
audience for
retargeting



Increase retail
investor population

Program Target Audience



Program Delivery



Advertising will be across mobile and desktop platforms



Market through multiple digital channels raising public awareness of company



Multivariate testing on relevant programmatic advertising channels' components



Compliant marketing materials within the guidelines of the regulatory industry



Analytics with in-channel & cross-channel optimization throughout the campaign

Program Compliance



All marketing materials will adhere to both medical and legal regulatory guidelines



CAN-SPAM compliant with 100% opt-in permission-based email



All creative assets will be submitted for final approval to Tyme, Inc. prior to being deployed

Media Channel

Programmatic media channels

We utilize proprietary technology to market programs to a highly targeted audience across multiple digital channels with customizable advertising tools – banners, videos, newsletters, and content articles

Channels include email, newsletters, search, display, social, native ads, etc.



EMAIL

- We have a responsive group of over 14 million US stock investors along with 4 million US accredited investors.
- We manage and work with multiple financial newsletters reaching an additional 6 million globally



MARKETING STRATEGIES

- Solo corporate profile emails
- Press release audience expansion and awareness
- Direct to 3rd party landing page emails with editorialized content.
- Lead generation campaigns for investor names or customer acquisition.

INVESTORS

- 100% opt-in permission-based email
- Average open rates of 5-10%
- Average CTR of 0.4% – 1%



Search

Promoting Text Ads in relevant searches by using a wide range of pertinent keywords

Display (banners, Videos)

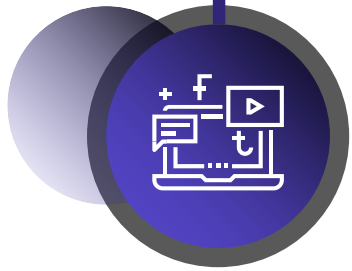
Intent-based advertising directly to target audiences across Google, Yahoo and Microsoft media networks, including direct site placement. Examples of relevant, but not limited to, websites:

- bloomberg.com
- finance.yahoo.com
- forbes.com/finance
- businessinsider.com
- reuters.com/finance/markets
- techcrunch.com

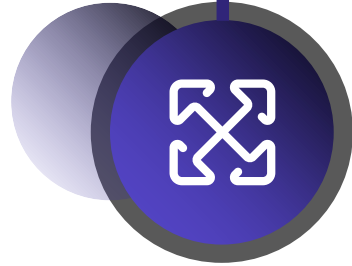
Remarketing - Focused inbound advertising to users who have already visited the targeted platforms (site, landing pages, Social Media)



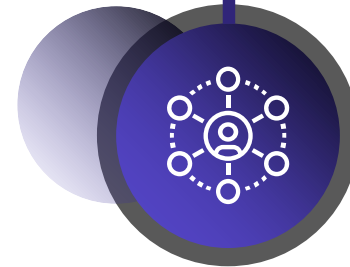
Social Media



Targeting relevant audience with uniquely placed ads on Facebook, native ads, videos and others.



Implement push (paid) and pull (discovery) strategies to ensure Tyme's offerings as medical option as well as an investment opportunity gets in front of the right audiences.



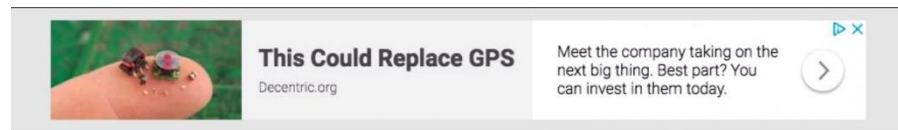
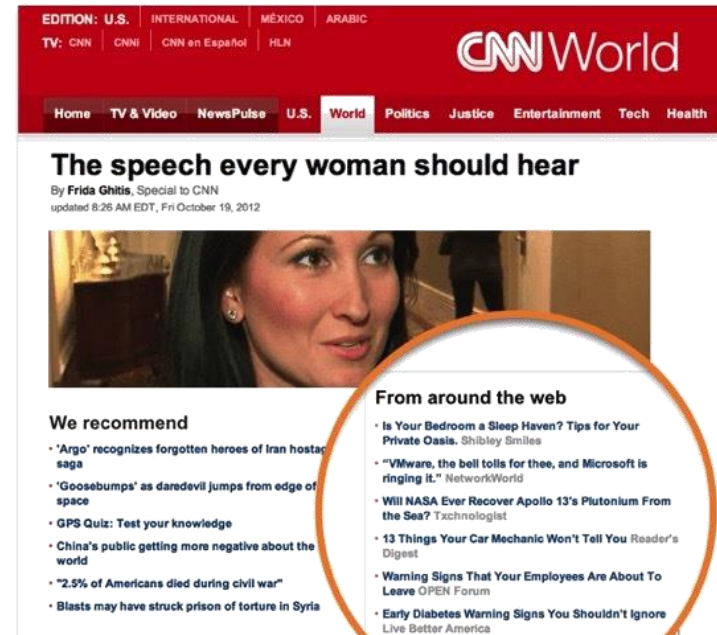
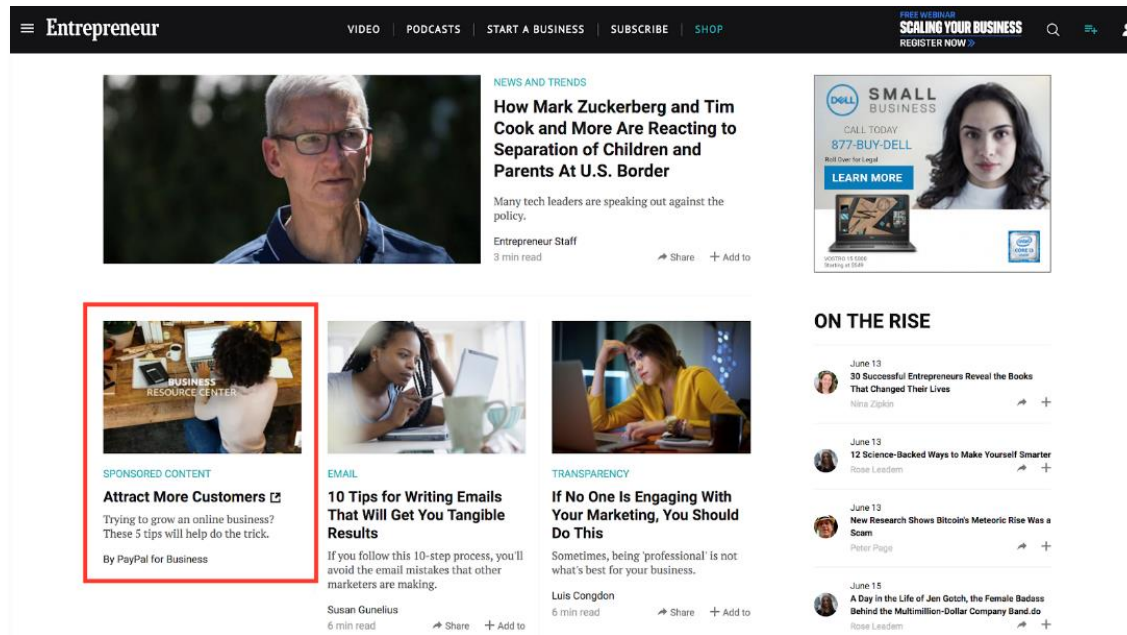
Remarketing – targeting engaged online users that showed intent.



Paid placements on Twitter and LinkedIn. Directing traffic to landing pages.

Native Advertising

Promoting (amplifying) relevant content to drive users to purpose-built landing pages through direct placements on financial sites using Taboola, Outbrain, RevContent and other platforms.



Media Collateral

All banners, newsletters, CEO and corporate Video's, landing pages, editorial content and KW campaigns will be developed as needed at no additional cost and sent for approval prior to deployment.



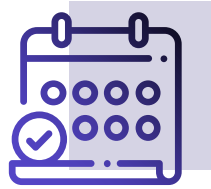
Case Study 1

Micro-cap U.S. based modern age transportation
company listed on the OTCQB market

Case Study 1



April 2018, the month prior to launch the average daily trading volume was 14,749 shares. The stock price was \$0.80 on May 1, 2018, on the day the program commenced.







The program began on May 1, 2018, and concluded on October 15, 2018



Marketing spend was increased each successive month with optimization and scaling the program

Case Study 1-Media Channels

Promoted through digital channels below resulting in 95MM+ total impressions to company-related marketing.

Channel	Impressions	Clicks
 Email	32,000,000	48,300
 Search & Display	42,000,000	47,700
 Facebook	17,500,000	41,000
 Native	4,200,000	3,600
TOTAL	95,700	140,600

Case Study 1-Stock Price

Exponentially boosted exposure to the company along with a significant increase in both average daily volume and stock share price

1

5/1/18

Stock traded at \$0.80 when the program began

2

5/17/18

Stock traded at \$2.00

3

6/18/18

Stock traded at \$3.33 which represents an increase in share price of 316% from the start of the program

4

7/1/18

Stock dipped but continued to trade around the \$2.00 area until the program ended 8/15/18

Case Study 1-Stock Chart



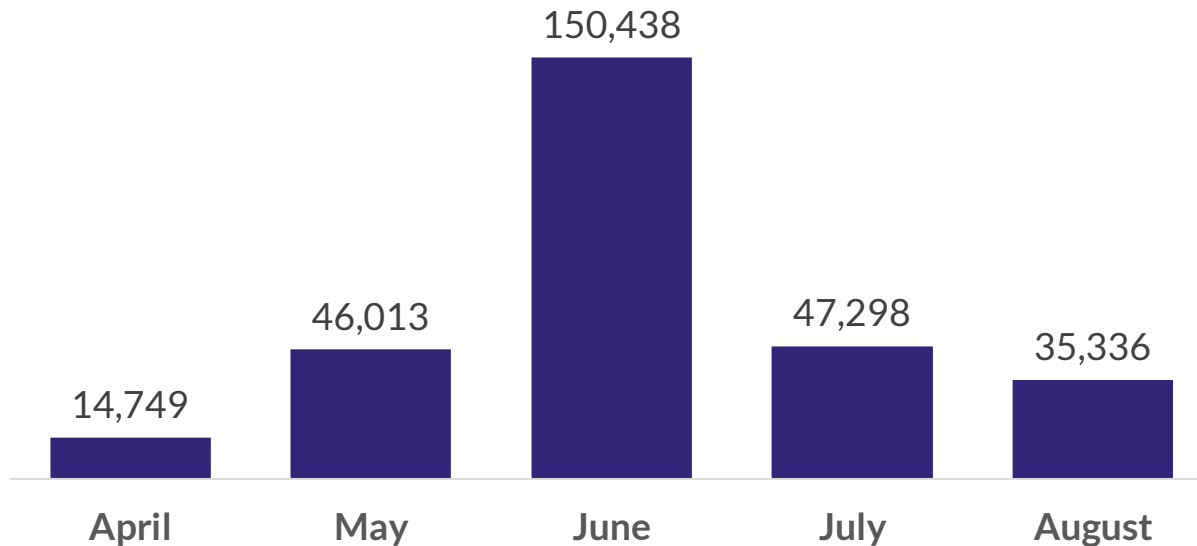
Case Study 1-Stock Volume

Liquidity

Peak One Day Volume
566,000 shares traded

Average Daily Volume
(as reported by Yahoo Finance)

Average Daily Volume



Month	Average Daily Volume	Average Daily Volume % Increase VS April 2018
Apr-18	14,749	Prior to Campaign Start
May-18	46,013	212%
Jun-18	150,438	920%
Jul-18	47,298	221%
Aug-18	35,336	140%



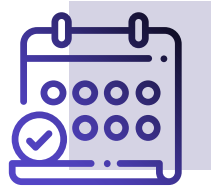
Case Study 2

**U.S. Operated CSE (Canadian Securities Exchange)
listed company in the cannabis industry**

Case Study 2



November 2018, the month prior to launch the average daily trading volume was 101,915 shares. The stock price was \$1.30 on December 3, 2018, on the day the program commenced.









The program began on December 1, 2018, and concluded on January 31, 2019. Client requested a slower approach launch due to the holiday season. Accelerated spend began December 27.



90% of budget was allocated to Canadian audiences with balance in the U.S. to sample the market even though stock could not be purchased within the U.S. We agreed to pause the program until company's U.S. OTC listing was completed.

Case Study 2-Media Channels

Promoted through digital channels below resulting in 91MM+ total impressions to company-related marketing.

Channel	Impressions	Clicks
 Email	16,000,000	23,800
 Search & Display	27,800,000	33,200
 Facebook	21,300,000	41,500
 Twitter	6,400,000	9,100
 Native	16,600,000	13,000
 LinkedIn	3,300,000	3,700
TOTAL	91,400,000	124,300

Case Study 2-Stock Price



Stock showed both price and volume appreciation during program duration.

1

12/3/18

Stock traded at \$1.30 when the program began

2

1/15/19

Stock traded at \$2.10 which represents an increase in share price of 61% from the start of the program

3

1/31/19

Stock traded at \$1.75 at the end of the program

Case Study 2-Stock Chart



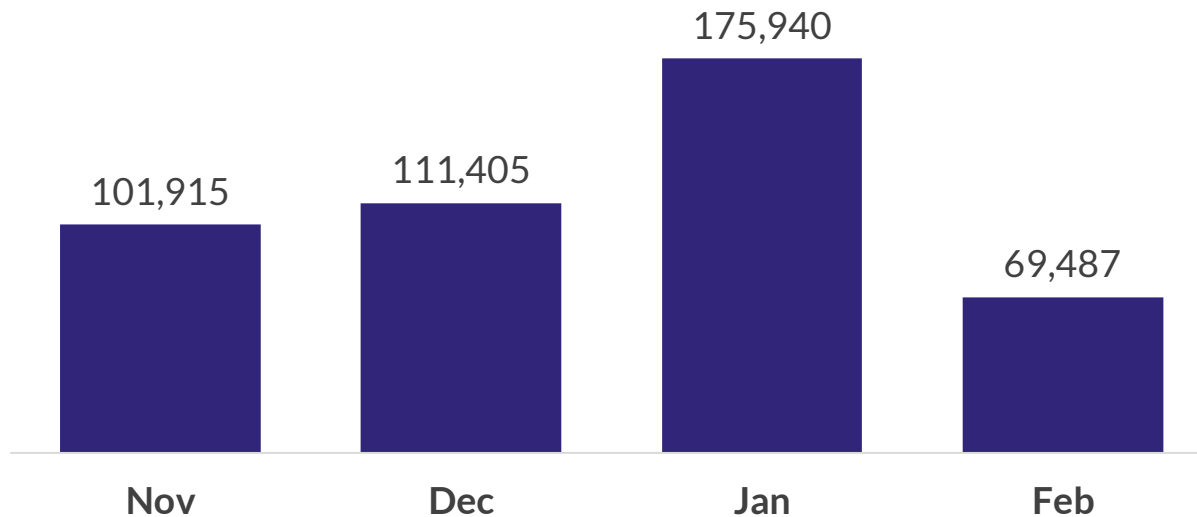
Case Study 2-Stock Volume

Liquidity

Peak One Day Volume
671,879 shares traded

Average Daily Volume
(as reported by Yahoo Finance)

Average Daily Volume



Month	Average Daily Volume	Average Daily Volume % Increase VS April 2018
Nov-18	101,915	Prior to Campaign Start
Dec-18	111,405	9%
Jan-19	175,940	73%
Feb-19	69,487	-61%

Note: February volume % change vs. January is showing a decrease of 61% from the prior month when the campaign ended.



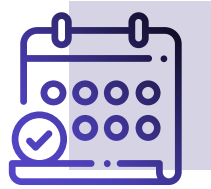
Case Study 3

Small-cap U.S. based mobile application company
listed on the NASDAQ Capital Market

Case Study 3



Oct 2018, the month prior to launch the average daily trading volume was 281,635 shares. The stock price was \$1.35 on Nov 1, 2018, on the day the program commenced.







The program began on November 1, 2018, and is currently being marketed



Marketing budget was steady Nov & Dec with increase in Jan & Feb due to program optimization and scaling responsive placements

Case Study 3-Media Channels

Promoted through digital channels below resulting in over 130MM total impressions to company-related marketing.

Channel	Impressions	Clicks
 Email	23,000,000	43,000
 Search & Display	87,000,000	102,000
 Facebook	14,200,000	222,000
 Native	6,500,000	4,400
TOTAL	130,700	171,400

Case Study 3-Stock Price

Stock has had significant price and volume appreciation since inception of program

1

11/1/18

Stock traded at \$1.35 when the program began

2

12/3/18

Stock trades above \$2.00

3

3/4/19

Stock traded at \$3.34 which represents an increase in share price of 147% from the start of the program

Case Study 3-Stock Chart



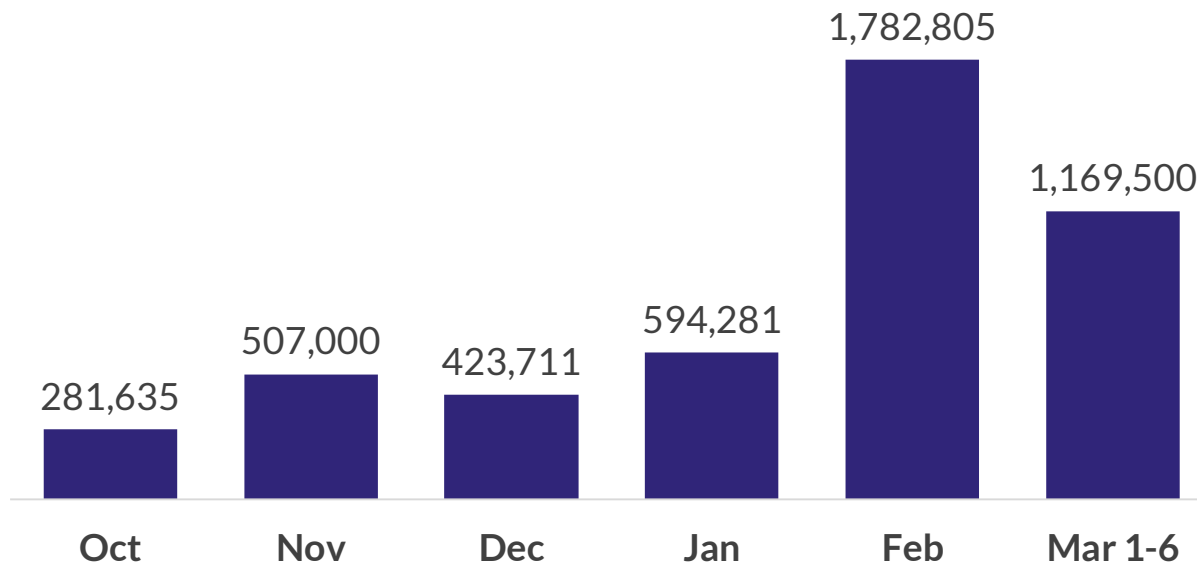
Case Study 3-Stock Volume

Liquidity

Peak One Day Volume
3,168,400 shares traded

Average Daily Volume
(as reported by Yahoo Finance)

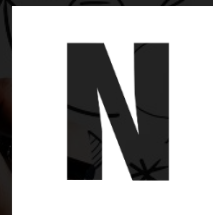
Average Daily Volume



Month	Average Daily Volume	Average Daily Volume % Increase VS April 2018
Oct-18	281,635	Prior to Campaign Start
Nov-18	507,000	80%
Dec-18	423,711	50%
Jan-19	594,281	111%
Feb-19	1,782,805	533%
Mar-19	1,169,500	315%

Thank You

TYME  INC



NovusAds