

Relevize

Partner Marketing Automation

KraftHeinz

hulu

DIAGEO

HBO

zipcar

SMIRNOFF

SheaMoisture[®]
Established 1912

GUINNESS

ezcater

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MARKET TRENDS



Marketing Automation Boom

\$XX

Placeholder

Placeholder if need



TCMA/PRMs Growth

25%

Predicted CAGR through 2023



Focus on Partnerships, Influencers, and Local marketing efforts

\$150B

US local ad spend

Partners (retailers, resellers, etc.) typically sell to consumers at the local level. Influencers, a form of partner marketing, growing 50%+ annually over the past few years shows the affinity for marketers to reach consumers through a brand partner

TEAM OVERVIEW

Same team founded & sold a successful digital agency (Streak Media) managing media budgets for Fortune 500 companies like Microsoft, Best Buy, Nestlé Brands, Staples and CVS. Acquired in 2017 by Ben Sutton (Founder of IMG College)

Alumni of top universities:
Harvard and Boston College

Millions in media spend managed across Fortune 500 clients



Co-Founder and CEO of Relevize

- Previously Founder and President of Streak Media
- Director of Next Generation Initiatives – The V Foundation for Cancer Research (\$250M for cancer research grants in 10 yrs)
- Advisor, investor, and primary shareholder in Morning Brew – the largest daily business briefing, built for millennials



Co-Founder and CTO of Relevize

- Previously VP of Product at Streak Media
- Previously Founder of Phyre (On the cutting edge of the Chromecast and iOS location sharing)



Co-Founder and EVP Clients at Relevize

- Previously Investment Banker at UBS – worked directly with clients of all sizes in the Tech, Media, and Telecom industries



EVP Engineering at Relevize

- Award winning developer, Randori Augmented Reality Climbing (Acquired 2018)
- Previously Director of Engineering at Workbar
- Previously Engineer at Wayfair and RunKeeper

streakmedia

streakmedia

UBS

randori
wayfair
·WORKBAR·
Runkeeper

OUR PLATFORM-BASED SOLUTION



Partner Portal

Connect partners to Relevize platform



Scalable Campaign Management

Relevize and brand run digital ads (Instagram, Facebook, Google, LinkedIn, etc.) on behalf of brand's partners



Reporting

Brand provides value to partners while growing its business











MASSIVE MARKET ACROSS ALL INDUSTRIES:

PARTNER EXAMPLES



CUSTOMERS/TRACTION/GTM-STRATEGY

Select top brands using software:

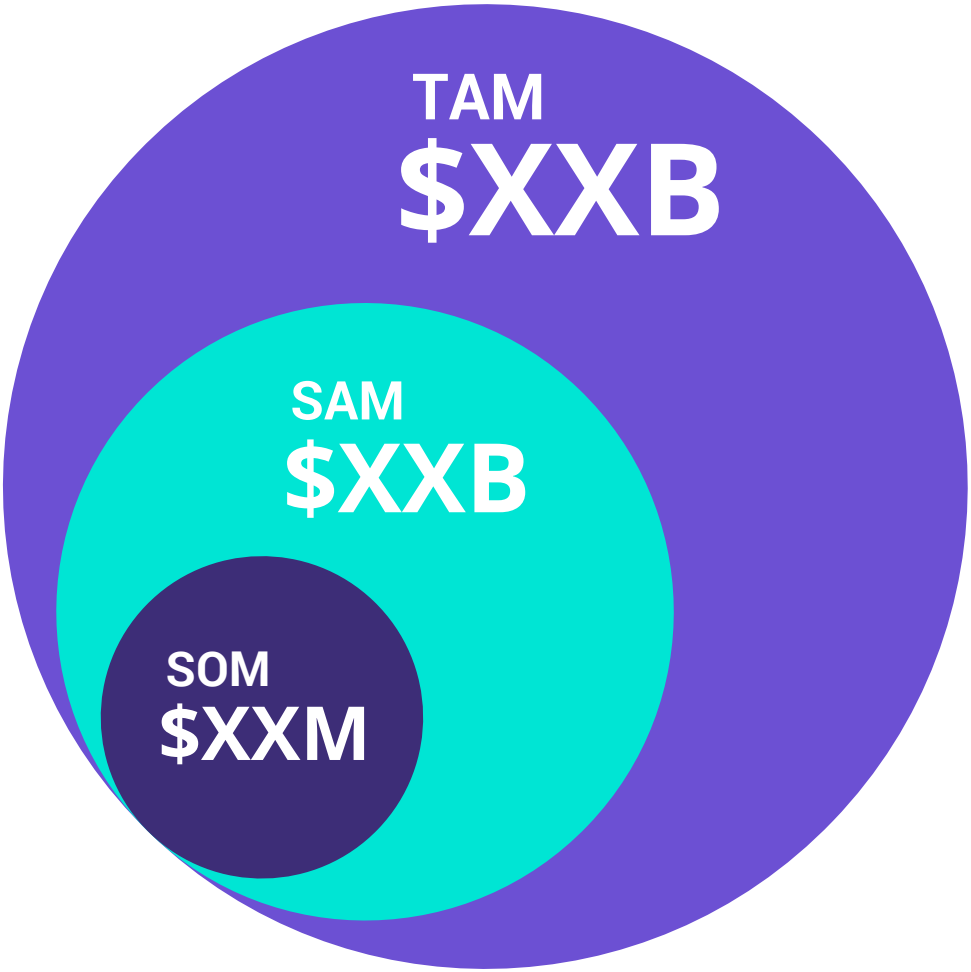
Proven Go To Market

Companies with Sales teams closely tied to their Marketing teams (organizationally and budgetarily) allow us to utilize senior sales leaders to make or influence the decision to purchase our software (KraftHeinz, IBM, Diageo)

Continued Success

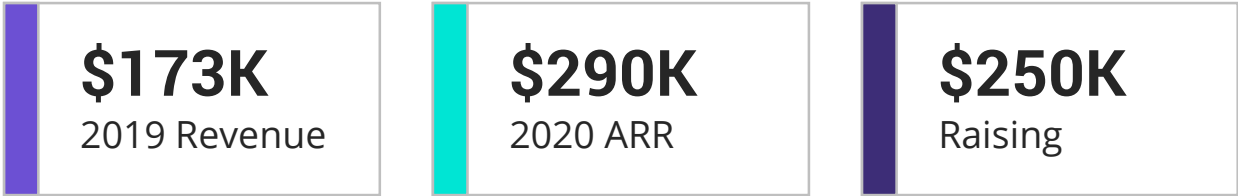
Multiple contracts increasing from original size (KraftHeinz, HBO, HULU, Diageo)

FINANCE / ROADMAP / TIMELINE

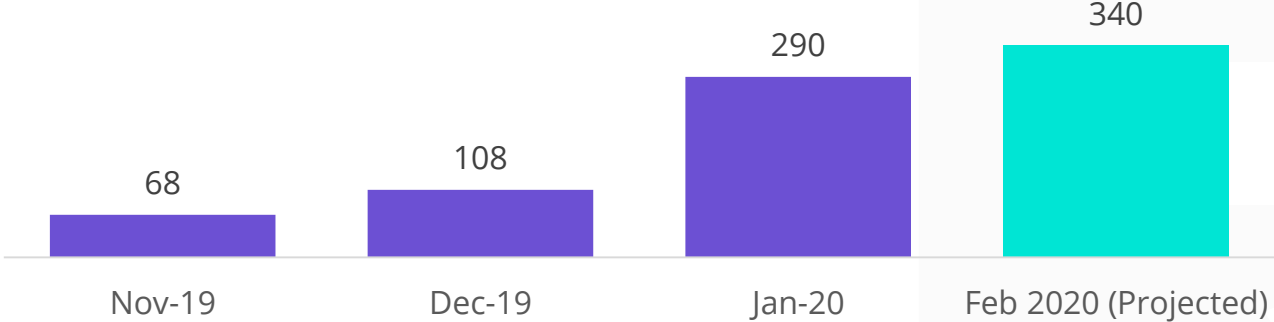


Financials:

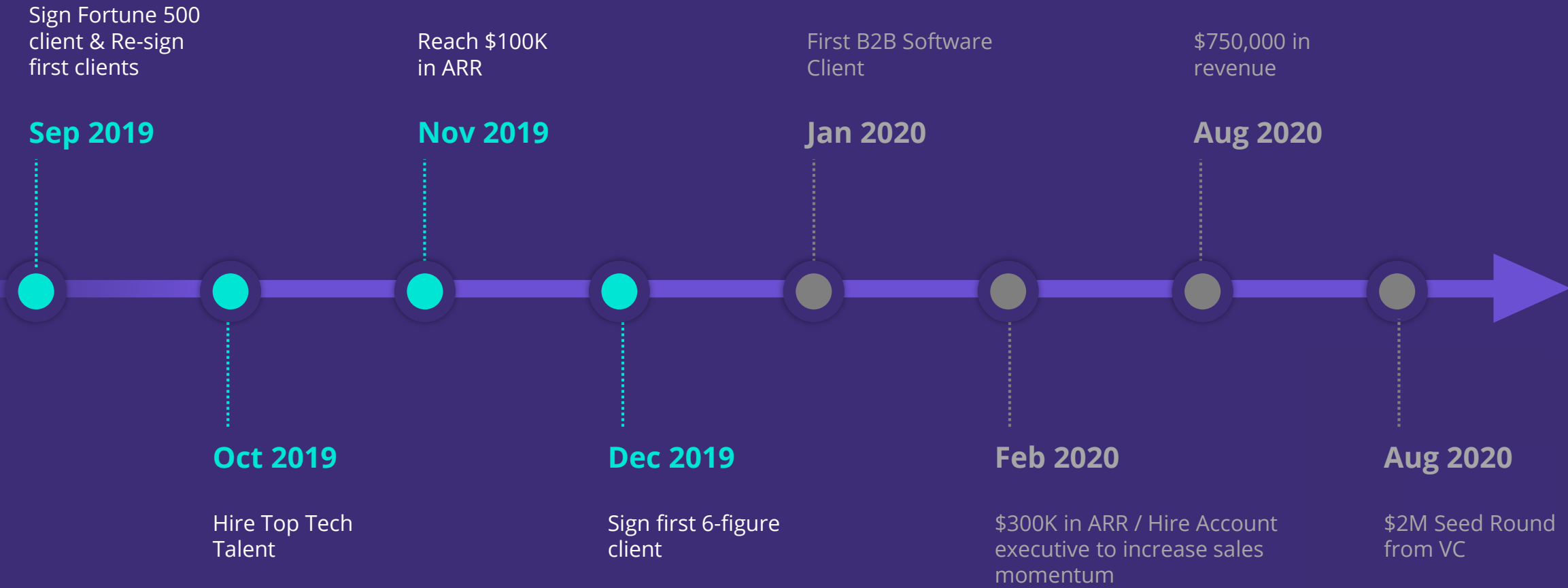
2020 revenue booked has already surpassed 2019 total revenue



Revenues (in thousands)



Finance / Roadmap / Timeline

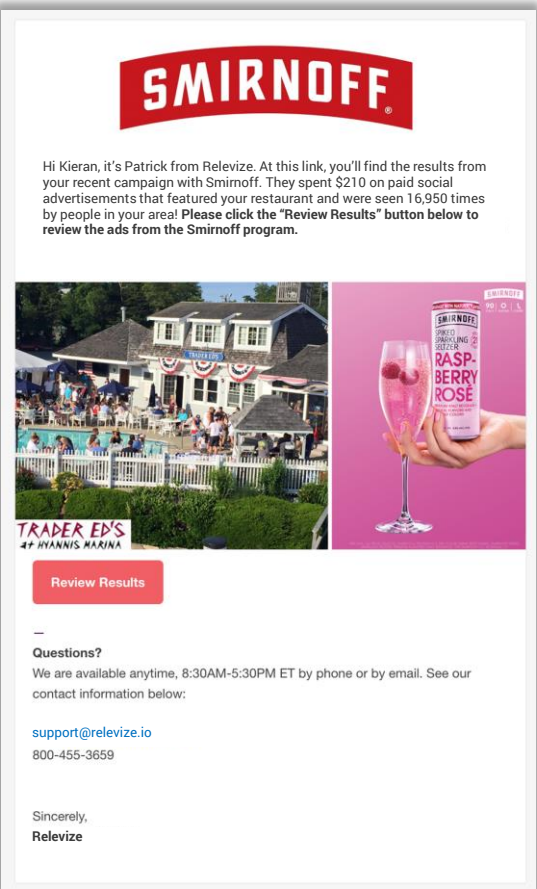


Appendix Slides

Relevize
Partner Marketing Automation


PLATFORM PREVIEW: PARTNER REPORTING

Email and / or SMS notification



SMIRNOFF

Hi Kieran, it's Patrick from Releveze. At this link, you'll find the results from your recent campaign with Smirnoff. They spent \$210 on paid social advertisements that featured your restaurant and were seen 16,950 times by people in your area! Please click the "Review Results" button below to review the ads from the Smirnoff program.



TRADER ED'S
47 HYANNIS MARINA

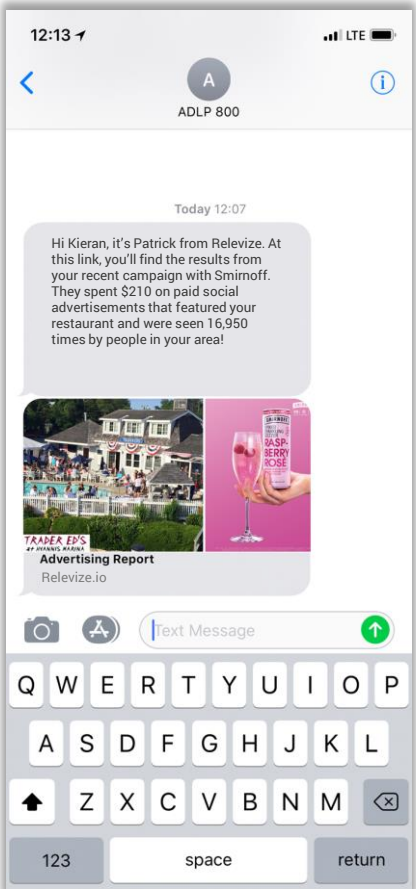
[Review Results](#)

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Questions?
We are available anytime, 8:30AM-5:30PM ET by phone or by email. See our contact information below:

support@releveze.io
800-455-3659

Sincerely,
Releveze




12:13 ← ADLP 800 i

← A i

Today 12:07

Hi Kieran, it's Patrick from Releveze. At this link, you'll find the results from your recent campaign with Smirnoff. They spent \$210 on paid social advertisements that featured your restaurant and were seen 16,950 times by people in your area!



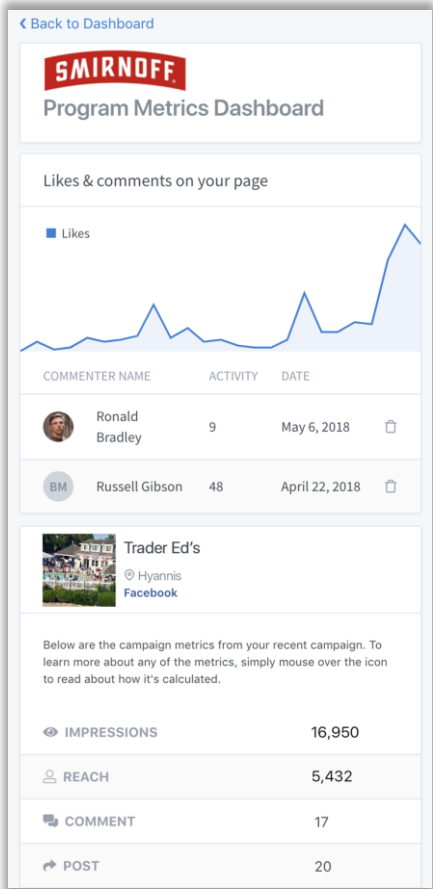
TRADER ED'S
47 HYANNIS MARINA

Advertising Report
Releveze.io

Text Message

Q W E R T Y U I O P
A S D F G H J K L
↑ Z X C V B N M ↵
123 space return

Custom dashboards




← Back to Dashboard

SMIRNOFF
Program Metrics Dashboard

Likes & comments on your page

■ Likes



COMMENTS	ACTIVITY	DATE	
	Ronald Bradley	9	May 6, 2018 🗑️
	Russell Gibson	48	April 22, 2018 🗑️

Trader Ed's
Hyannis
Facebook

Below are the campaign metrics from your recent campaign. To learn more about any of the metrics, simply mouse over the icon to read about how it's calculated.

IMPRESSIONS	16,950
REACH	5,432
COMMENT	17
POST	20



SALES GROWTH & CLIENT TESTIMONIALS

Client Major Business Wins



100% of partners said the campaign was “very effective” in driving sales of the featured product amongst locals in their area



We’ve definitely seen a substantial increase in sales and volume!

Josh

Buster’s Liquors, Minibar campaign



I thought it went really well. We definitely had a lot of customers buying the product based on the promotion on our Facebook page. I look forward to working with you again on another promotion.

Nikki

Meetinghouse Package Store, Smirnoff Campaign

Better ad performance = cost effective growth

KraftHeinz

3x

higher CTR

75%

cheaper CPM

GUINNESS

3.5x

higher CTR

50%

cheaper CPM

SMIRNOFF

2.1x

better at driving consumer action



Ambassadors are bringing ~17x more results for HBO when connected to Relevize

(HBO has 46x their budget with Relevize over the course of a few months)

PARTNER SUCCESS TESTIMONIALS

Client Major Business Wins



100% of partners were “very satisfied” with the campaigns

100% of partners “definitely will” participate in future campaigns

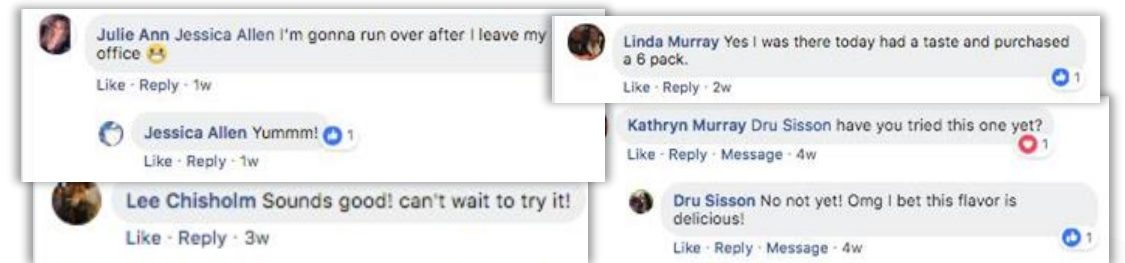
“ Everything worked fantastically. Set-up and approval was easy, and the process went really smoothly. Definitely open to working together in the future.

PATRICK

O’Hard’s Food & Spirits + Paddy’s Public House Guinness campaign

Drive consumers in-store & measure foot traffic (FB, Google)

Local consumers in Smirnoff campaign talking about going in-store to purchase



Ability to scale with important partners:



\$500,000 media campaign across **1,500** Walmart locations

Relevize

Partner Marketing Automation





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