

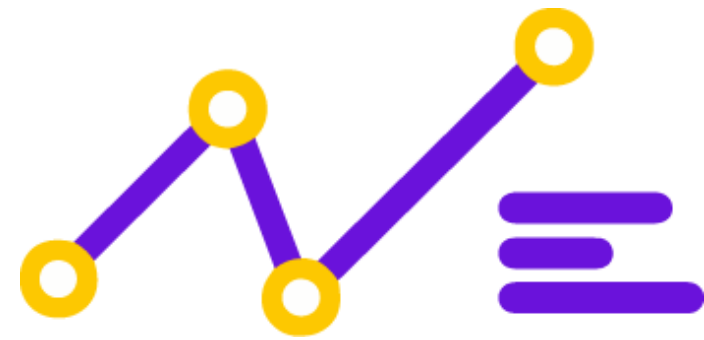
optimize[↑]

Seriously simple ads.



THE PROBLEM

Millions of SMEs are not equipped to grow online.



**Complex ad
platforms**



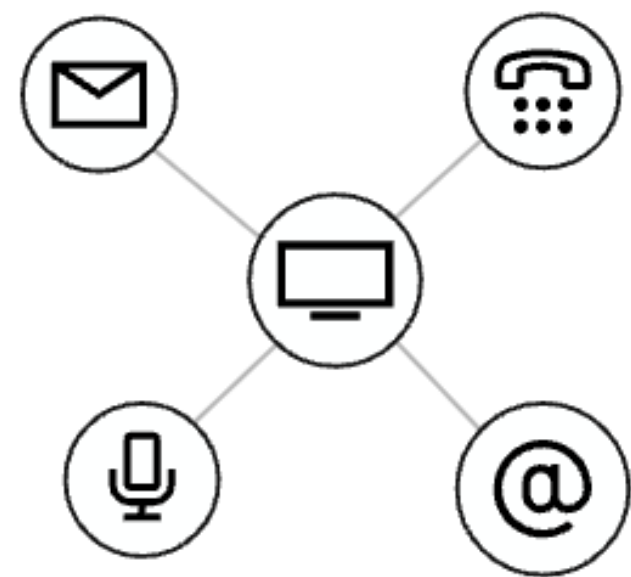
**Minimal
localizations**



**Expensive
agencies**

THE PROBLEM

SMEs face constant and overwhelming change in marketing technology



1990s



2020s

THE PROBLEM

93% of SMEs
struggle with digital
advertising.

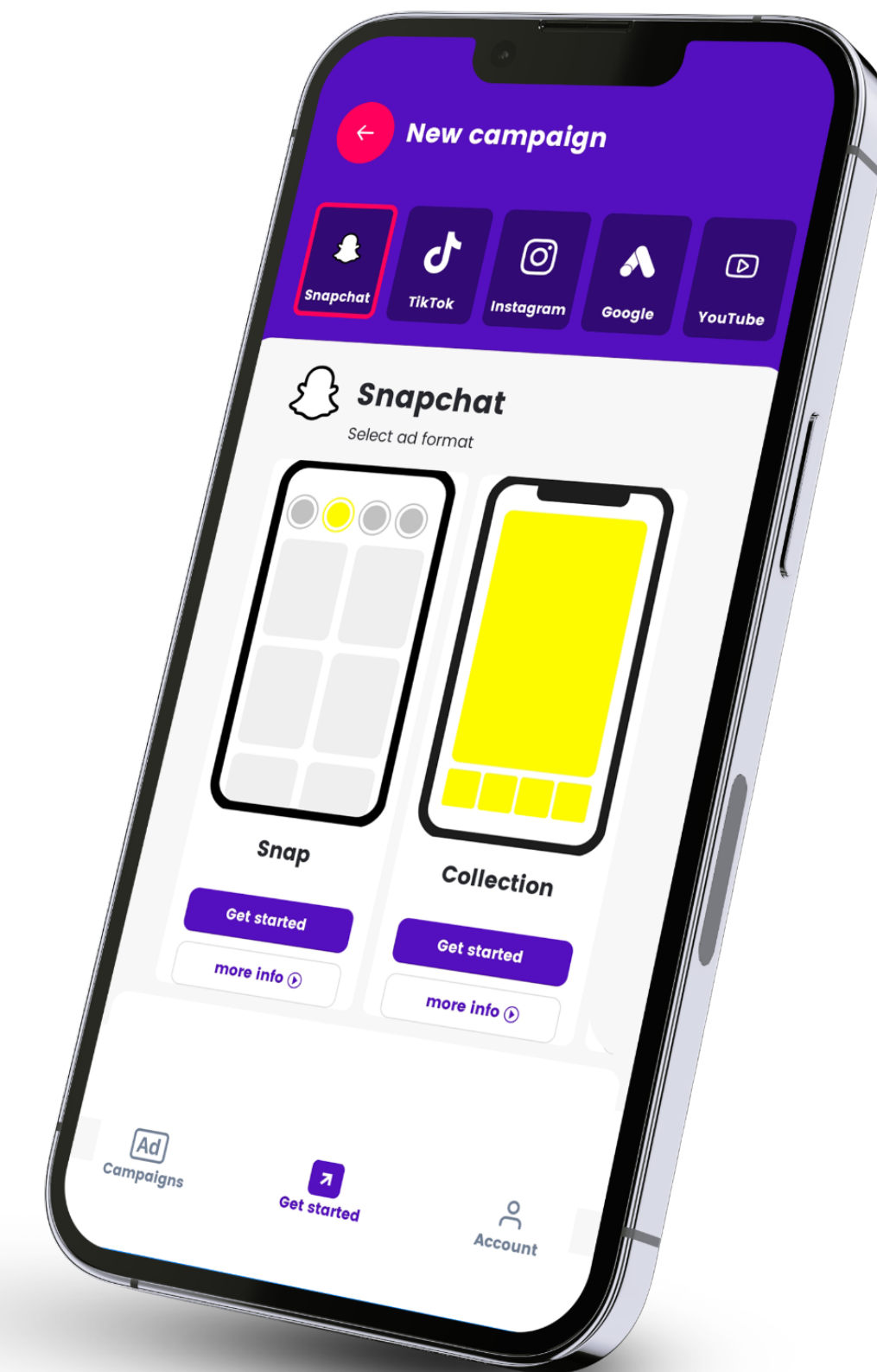
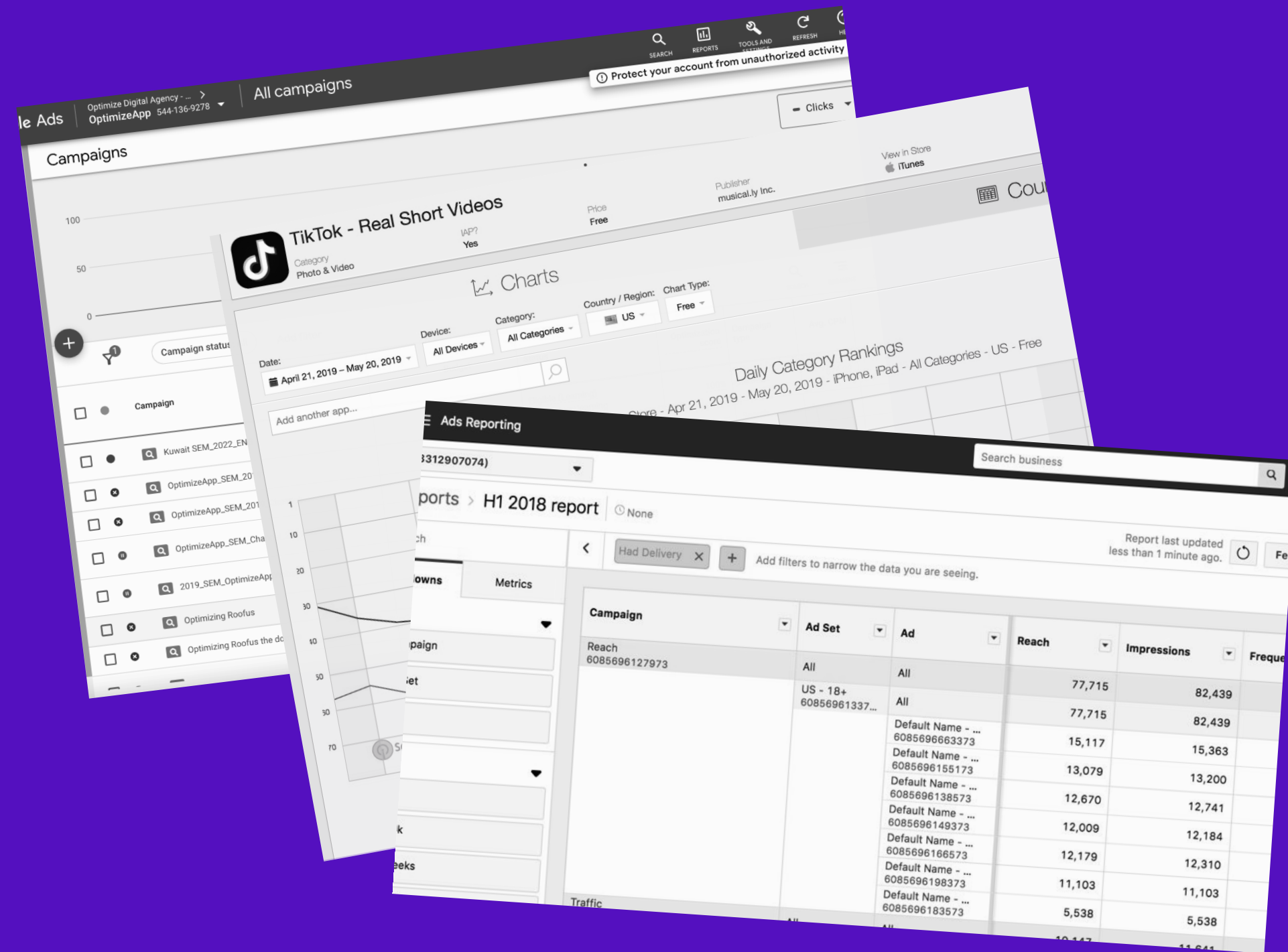


THE SOLUTION: INTRODUCING OPTIMIZEAPP

Mission:

To **simplify** the most complex marketing tools for businesses and make advertising as **effective** as possible.

SERIOUSLY SIMPLE ADS



From multiple accounts,
ad managers and payment systems.

To a single, simple,
and fully integrated app.

THE OPPORTUNITY



A vast underserved market.

Social media ad spend

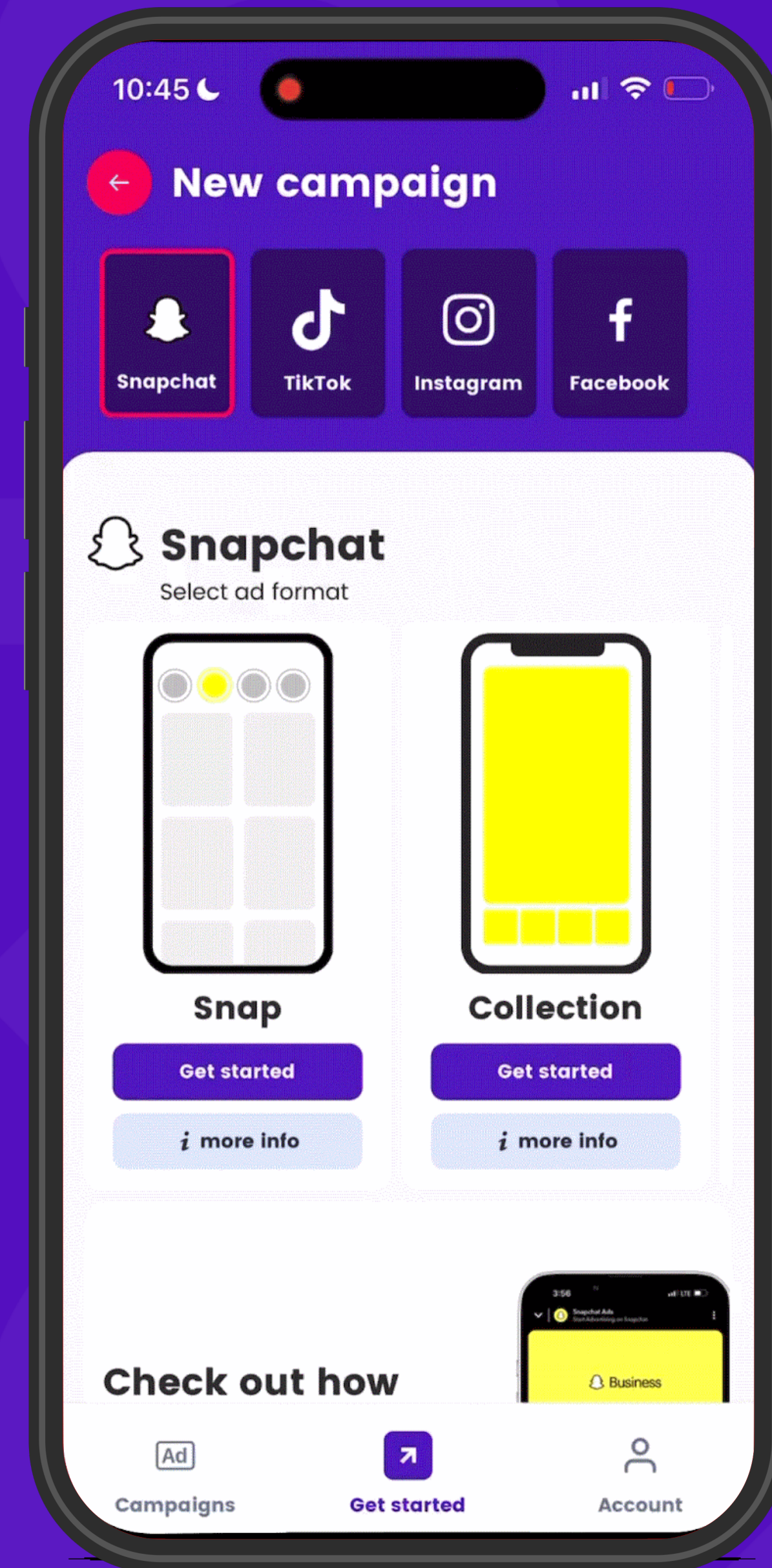
\$181bn

SMEs globally

212m

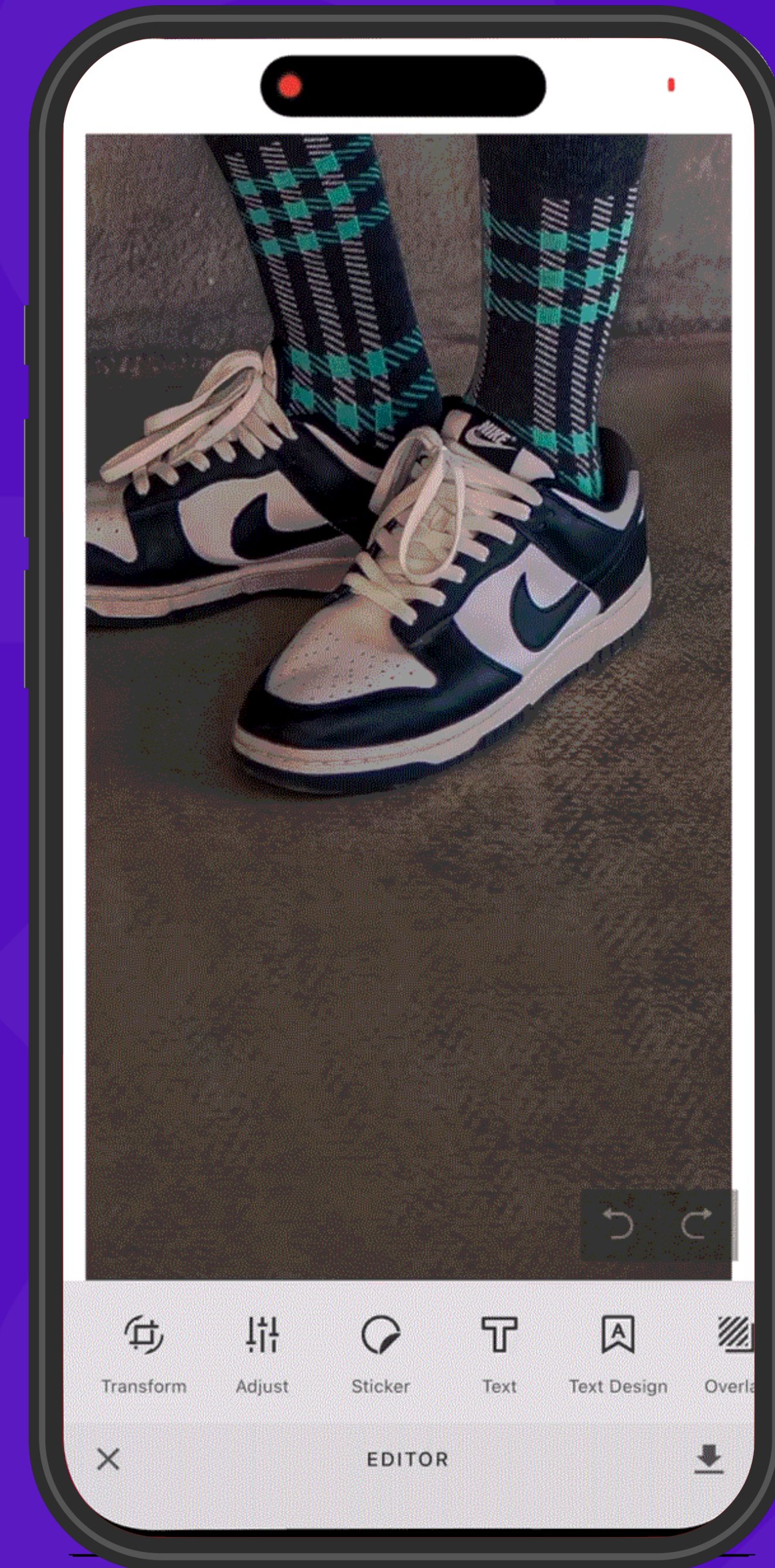
PRODUCT

01 Choose a platform
Snapchat, Instagram,
Facebook, Google
and TikTok are all
supported.

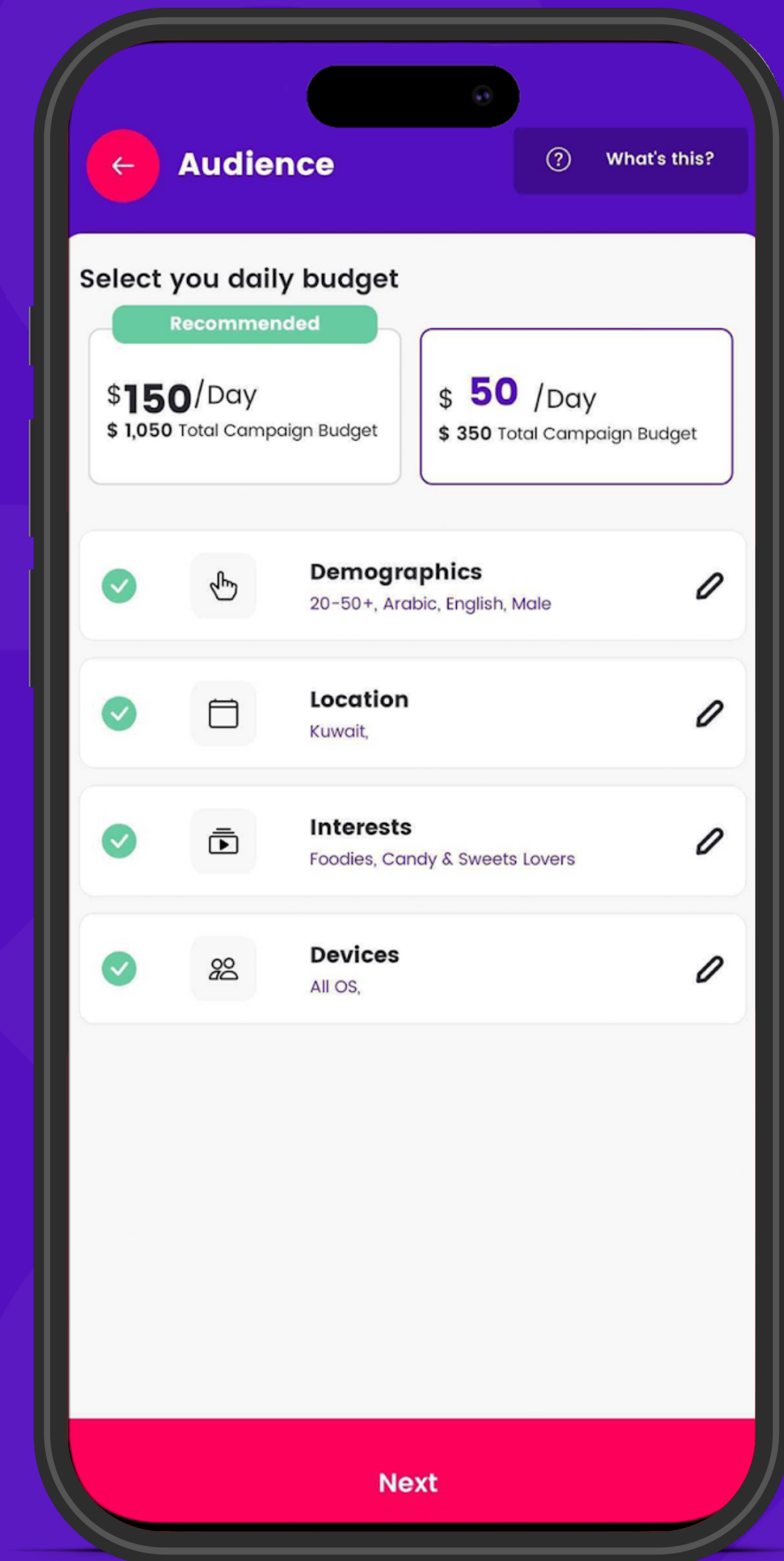


PRODUCT

02 Design your ad using our image and video editor, or by uploading an asset.

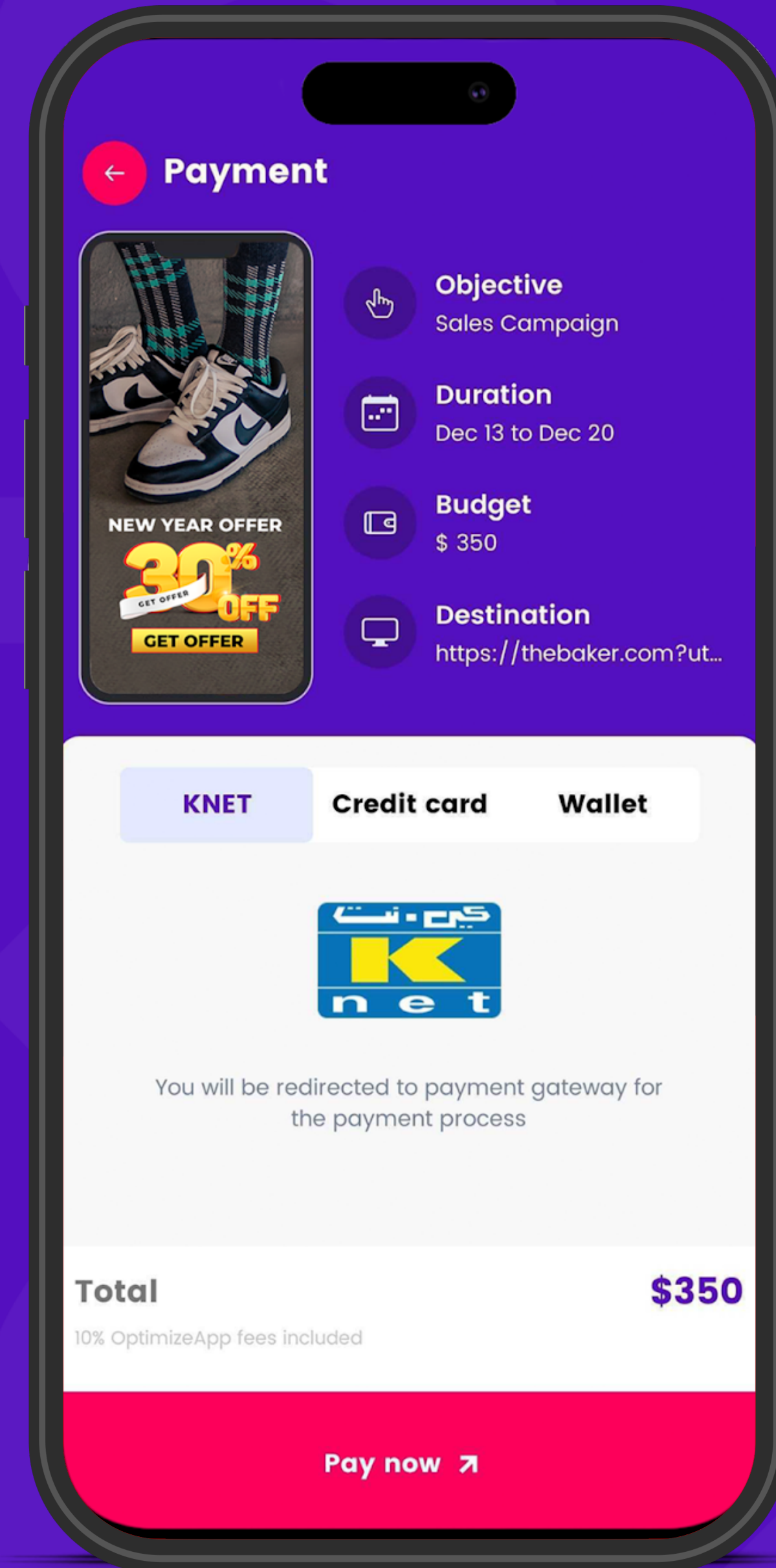


03 Set campaign objectives, budgets and targeting including locations, interests and behaviors.



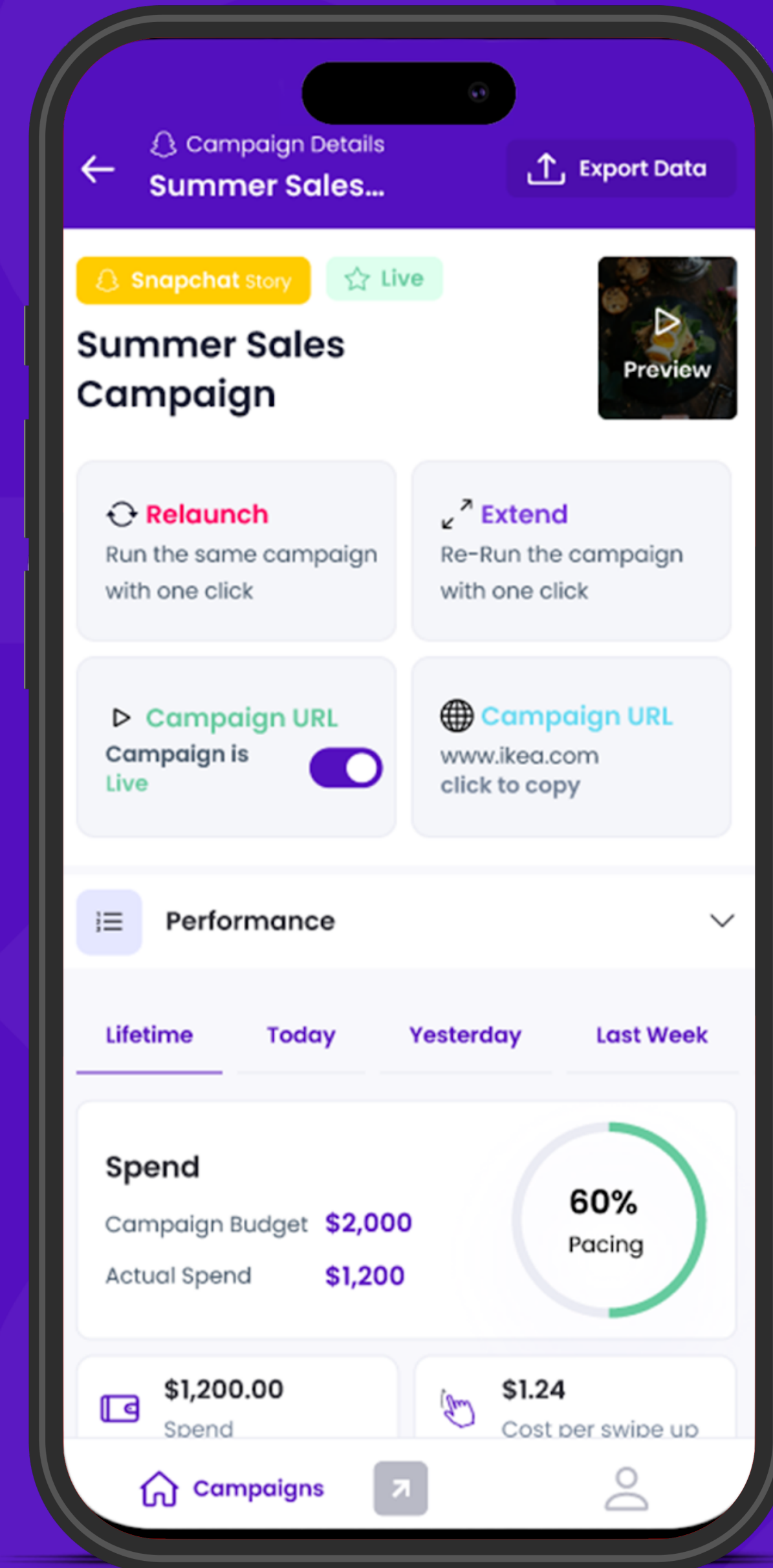
PRODUCT

04 Pay using a credit card or local payment options.



PRODUCT

05 Track results, optimize, extend or relaunch your campaigns.



OptimizeApp generates **revenues** in 3 ways

Up to

15%

Media commissions
of total ad spend.

Starting at

\$299

Premium subscriptions &
digital marketing courses.

Up to

8%

Performance-based
payouts from the social
media platforms.

Trusted. Proven. Reliable.

10

Countries supported
by the platform.

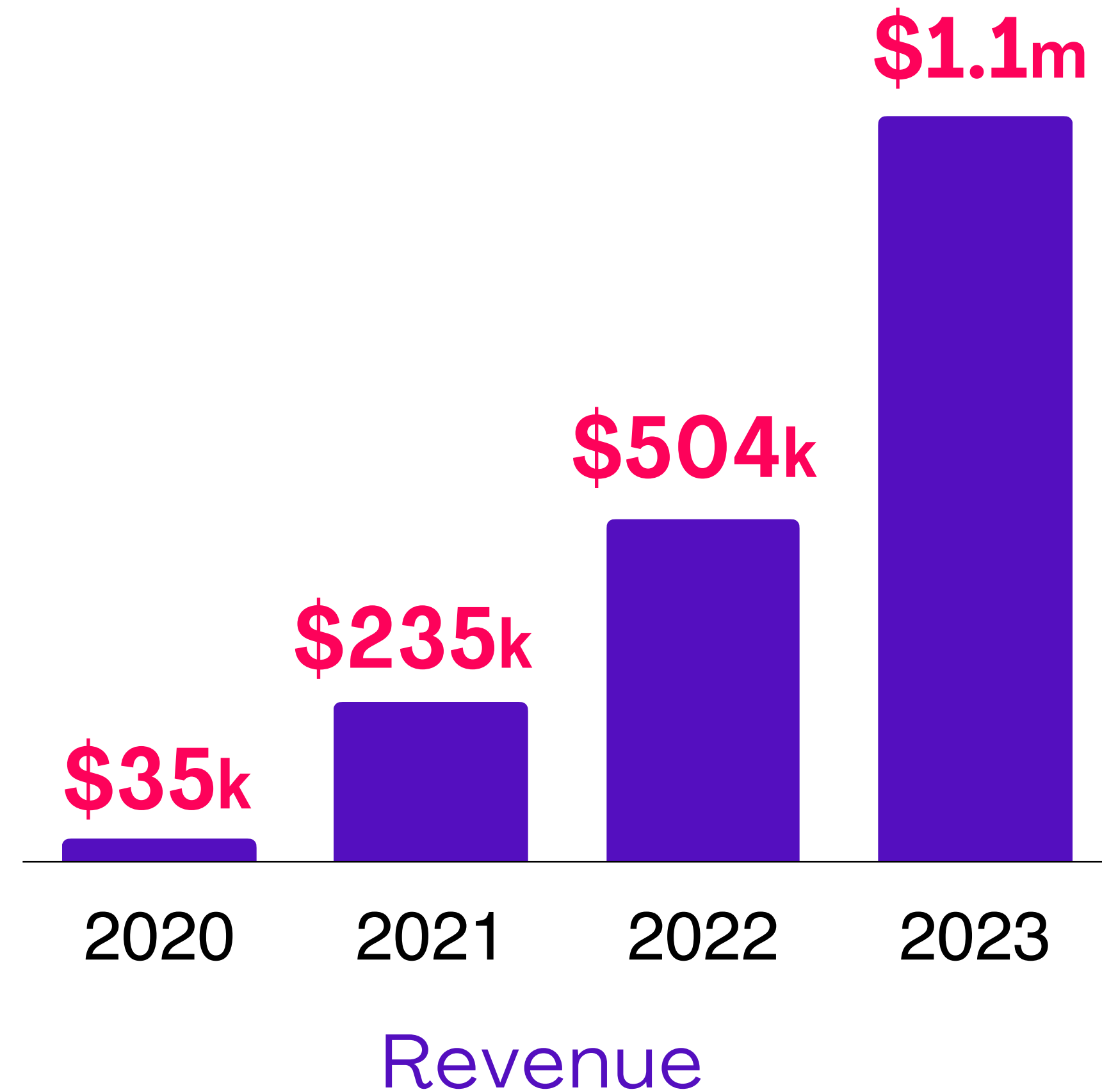
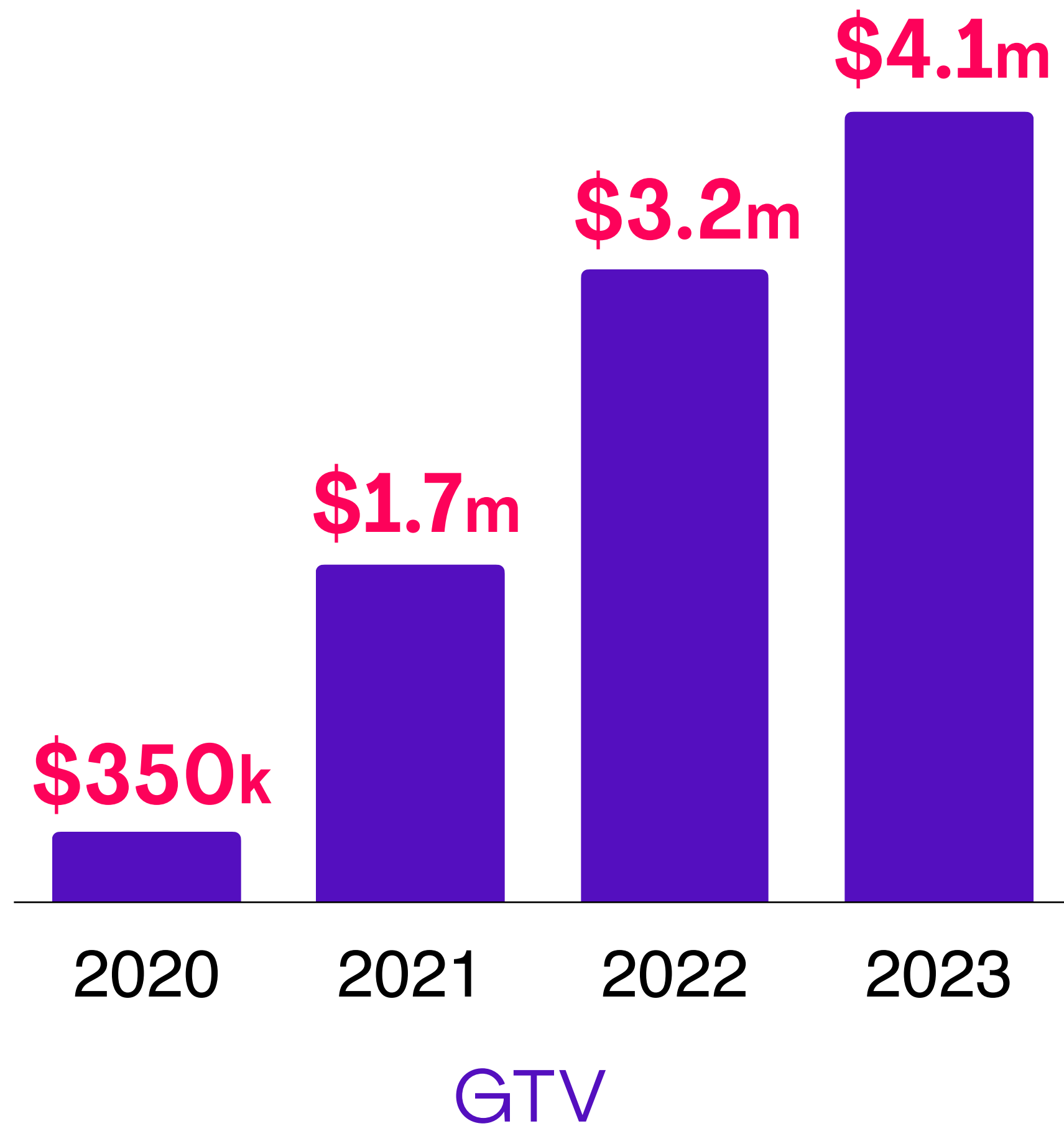
12k

Campaigns launched
in the last 12 months.

\$4m

Spent on the
OptimizeApp platform.

Surge in GTV & Revenues



Unit Economics

\$40

CAC

\$260

ARPU

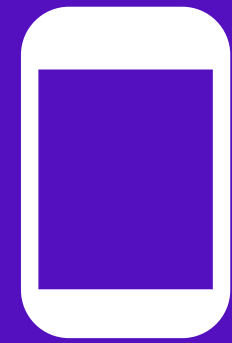
1:7

CAC : LTV

on trialist segment with immediate
payback & higher on seasonal & regular
customer segments

ASK

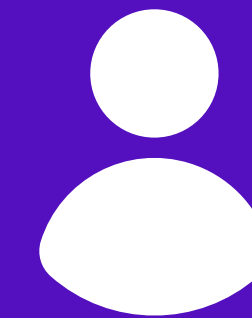
**We've recently closed our \$1.6m seed round,
but are looking for strategic partnerships.**



Telco's



E-commerce
Providers &
Marketplaces



Organizations
Supporting SME's

TEAM



Bader Alkazemi
Co-founder and CEO

Meta Advisory Board Member
Razorfish NYC & MENA
Kuwait Airways



Eid AlMujaibel
Co-founder and CMO

SME Marketing Influencer
150k Instagram followers
Founder Panda Media
(Acquired by Optimize 2022)

20
Team Members



optimize[↗]

Seriously simple ads.

bader.alkazemi@optimizeapp.com

