

EMAIL

BRAND: The Daily Carnage

MODEL: Daily Email Newsletter

AUDIENCE: 80% Women (25-40 YOA)

SUBSCRIBERS: 40K+

OPEN RATE: 40%

CLICK RATE: 10%

the daily carnage

Brought to you by carney

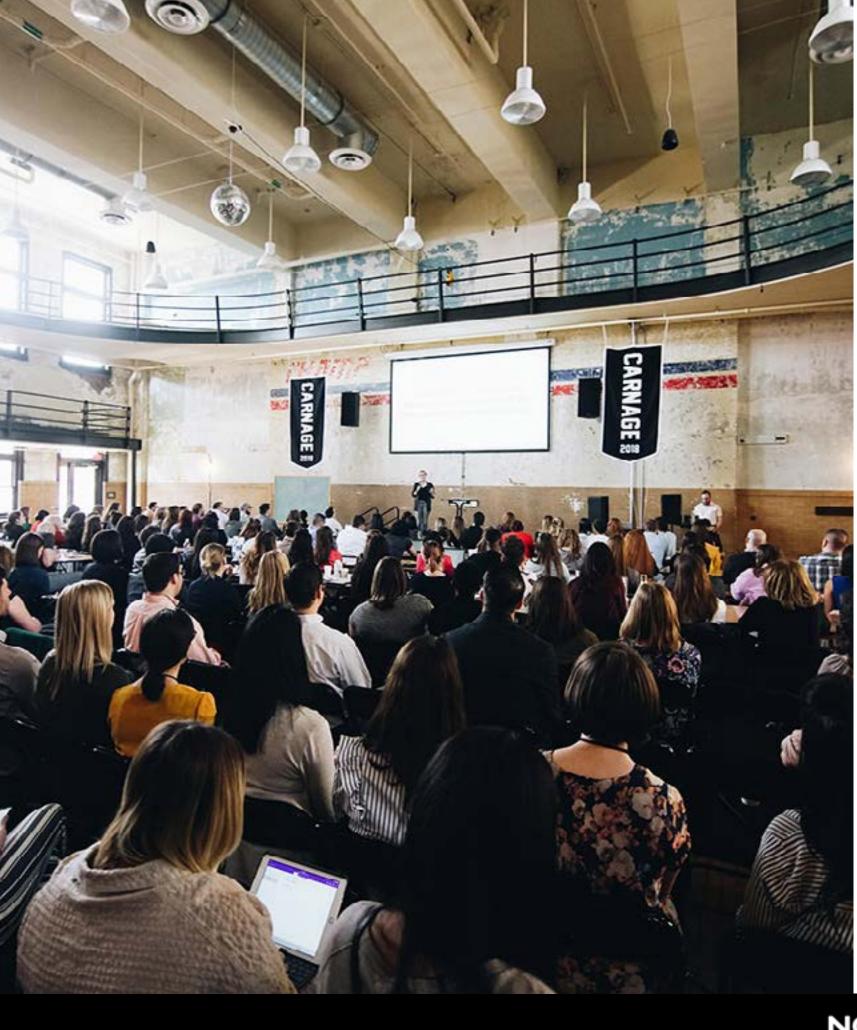
Jan 21, 2020

View in Web Browser

NEWS

BE IN THE KNOW

- Huawei signs deal with TomTom for a Google Maps alternative
- Max Q: SpaceX succeeds with a spectacular Crew Dragon test launch
- In Los Angeles, the <u>Women's March</u> <u>embraces technology</u> to organize and inspire
- Instagram is dropping the <u>annoying IGTV</u> <u>button</u>



EVENTS

BRAND: The Yearly Carnage

MODEL: Marketing Conference

GOAL: Agency Client Acqusition

ATTENDENCE: 300

CLIENTS GAINED: 10

CO-BRAND

BRAND: Bumble

MODEL: Co-branded Scholarship

AUDIENCE: College Students

GOAL: Registrations

RESULT: 50K+ Registrations





Vot looking great @ ...



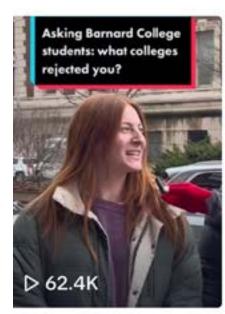
Don't burn yourself ou...



Replying to @ana @ ...



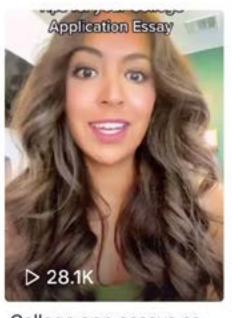
And then total



The only school! ...



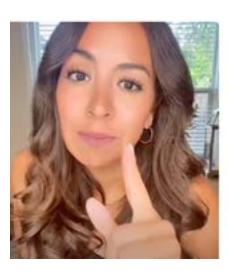
Neverrr pay full price f...



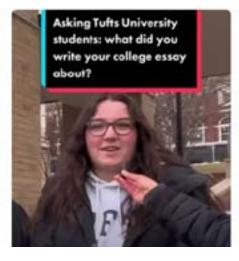
College app essays ca...

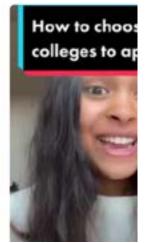


Must know tip









SOCIAL

BRAND: Niche

GOAL: Social Media Growth

AUDIENCE: Students (16-24 YOA)

PLATFORMS: Instagram / TikTok

RESULT: 247K Total Followers

APP INSTALLS

BRAND: Duolingo

GOAL: App Installs

RESULT: 433,088 App Installs

AVERAGE CPI: \$1.11

SPEND: \$480,727.68

CHANNELS: FB/IG, Google, Snapchat, Reddit





E-COMM

BRAND: <u>Huckberry</u>

GOAL: Customer Acquisition

CAMPAIGN: Fathers Day Giveaway

AUDIENCE: Fathers (30-45 YOA)

RESULT: 20K+ Email Subscribers

LET'S BUILD SOMETHING WORTH BRANDING.

