

MARIANA TEK IN-APP AD

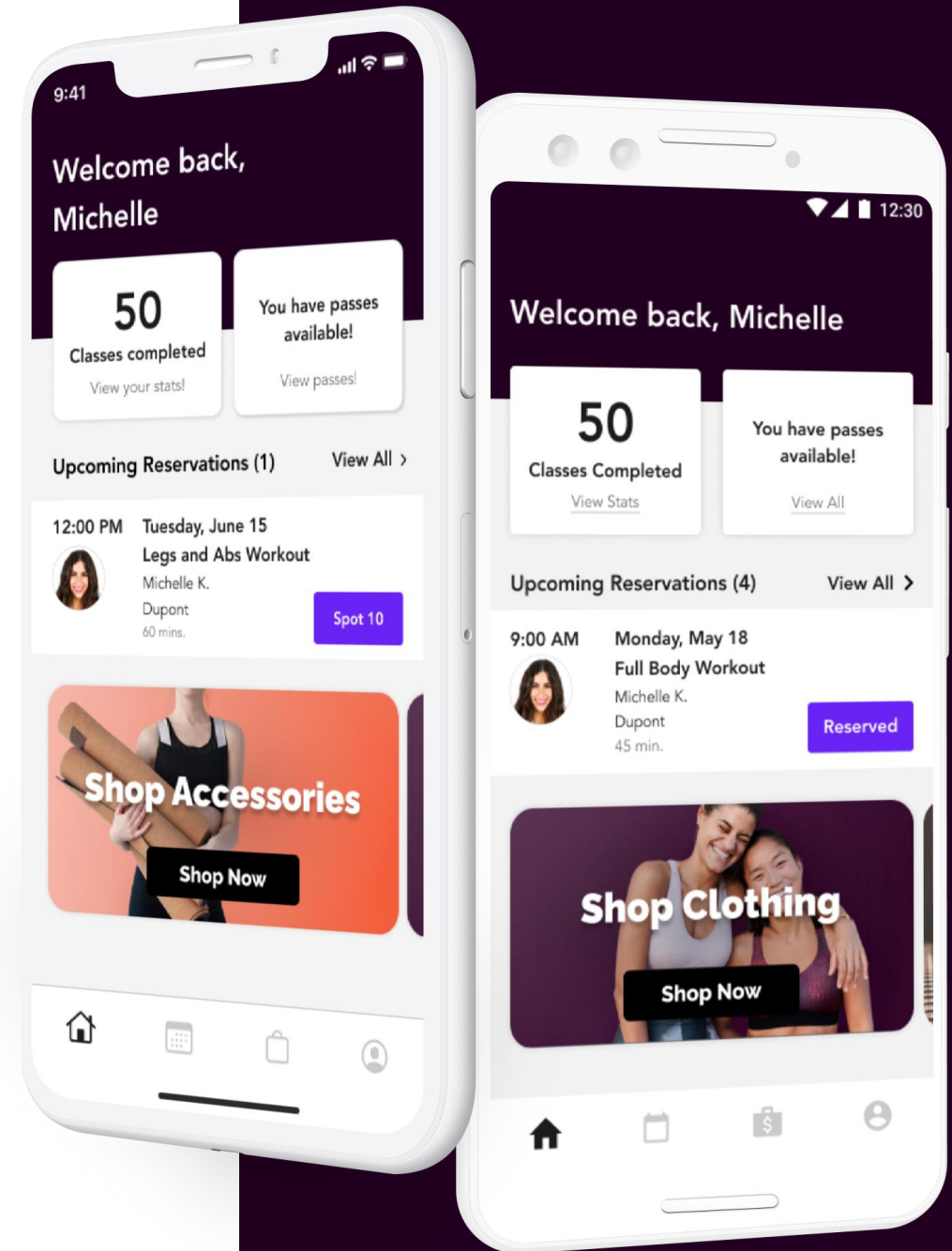
LIMITED TIME SPECIAL OFFER
December 22- January 23



WHAT IS THE IN APP BANNER?

Mobile App In-App Ad

- The In-App ad allows you to drop custom content into your consumer apps. Consumers can click the banner to be routed to another webpage.
- Your most loyal clientele book and buy on the app vs. your website. The in-app ad serves as valuable real estate within your consumer apps to highlight in-studio events, promotions and more!
- The in-app ad is a great way to customize your apps without having to build anything truly custom.



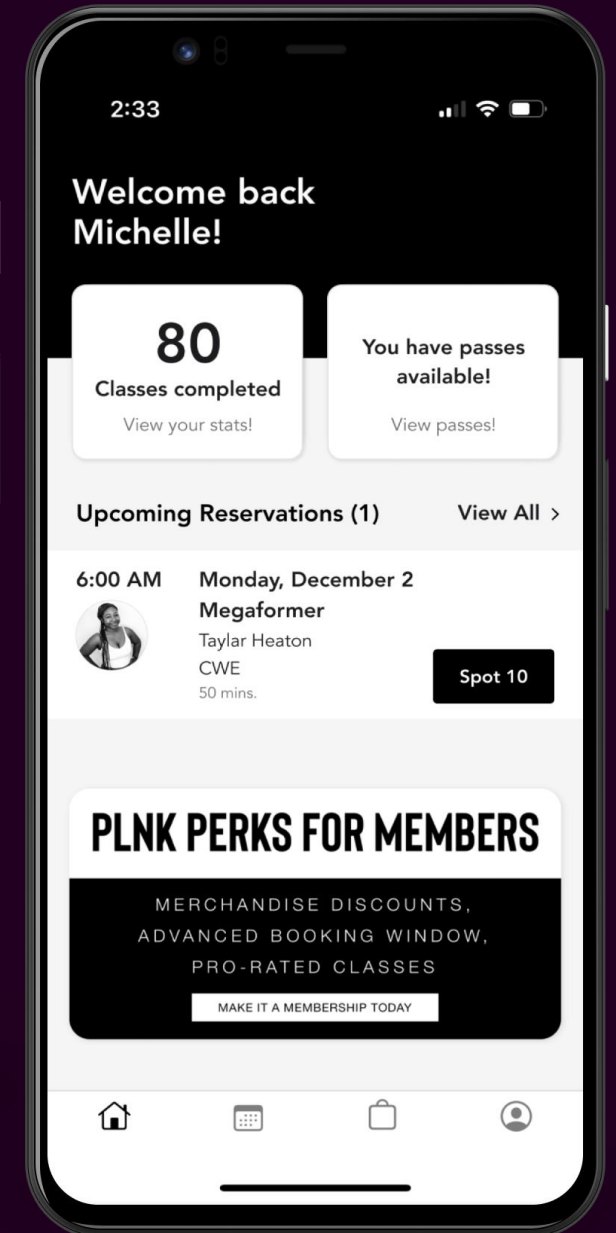
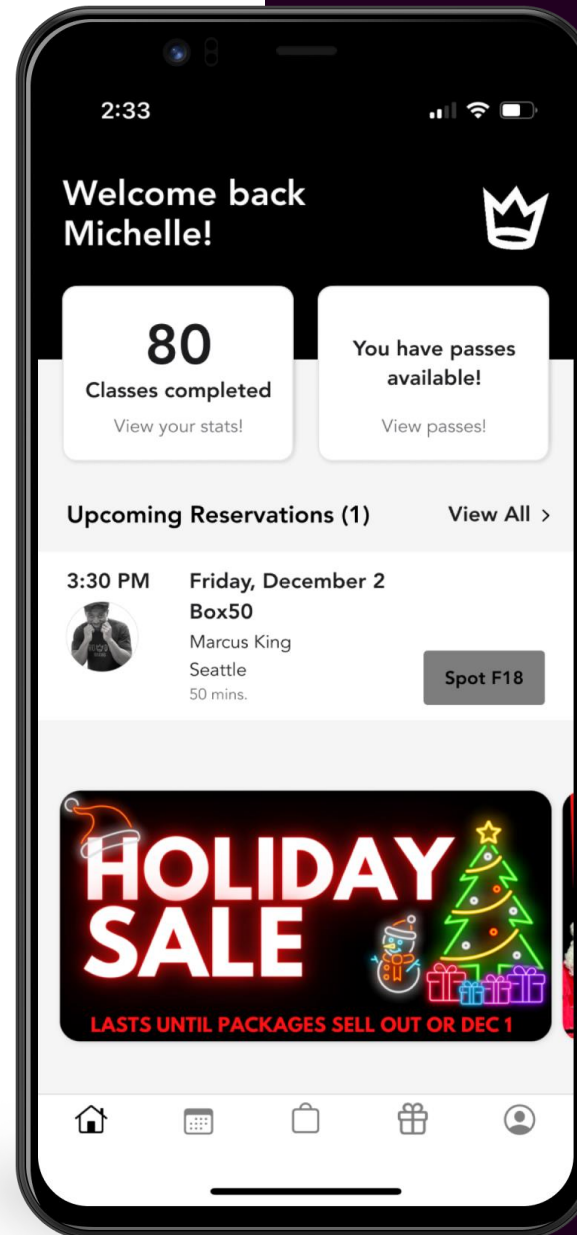
HOW CAN I USE THE IN-APP BANNER

Ad Use Cases

Clients tend to switch from booking on your website to the app around their third class. The in-app ad allows you to promote things in-app that you normally would on your website.

Use the banner to:

- Promote upcoming events
 - Challenges
 - Workshops
 - Theme classes
- Educate clients on Membership Perks
- Drive customers to a Marketing Automation landing page
- Link out to your e-commerce store
- Share playlists or podcast episodes by linking out to Spotify



LIMITED TIME PROMO

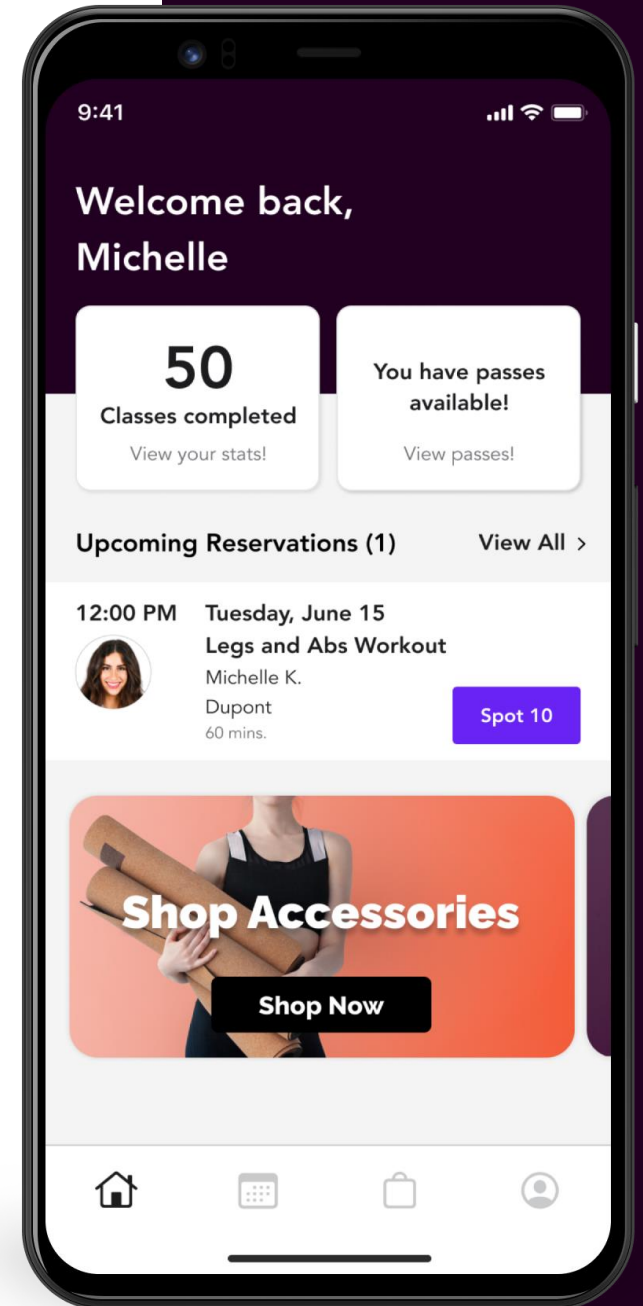
Promo Details

- Access to the in-app ad is \$100/month
- Leveraging the in-app ad requires hosting an ad server and/or hiring a third-party developer. Which carry additional fees, during this promotional period, we've teamed up with IPStudio.
- Mariana Tek will cover your implementation fee (\$100) to get up and running with IPStudio's ad server. This tool gives you easy access to:
 - Update, edit and add new ads without any coding experience
 - You will create and manage the images shown in the app – simple to upload and update!
- Mariana Tek will cover the monthly fee for access to IPStudio's ad server for 12 months (\$19/month value)
- Must be signed up by January 31st, 2023

Getting Started:

- Sign a variation agreement
 - For Live Clients, reach out to
 - Customersuccess@marianatek.com
 - For clients in sales and onboarding reach out to your sales rep and onboarding specialist

You'll be up and running in about a week from signature, assuming there are no delays getting your design assets posted on the IPStudio server tool.



CUSTOMER TESTIMONIAL



Zenergy



Q: Can you tell us a little about yourself and your brand?

A: Of course! My name is Nick Staples and I'm the Founder and Chief Executive Officer of Zenergy, a Boutique Indoor Cycling Brand with studios on the East Coast and in the Midwest. I started Zenergy in 2015 in Charleston, WV at the age of 20 after just moving home from NYC. Seven years later, we're still here with a serious mission to make the world a better place through our classes, community, and team!

Q: Why did you decide to enable the in-app ad?

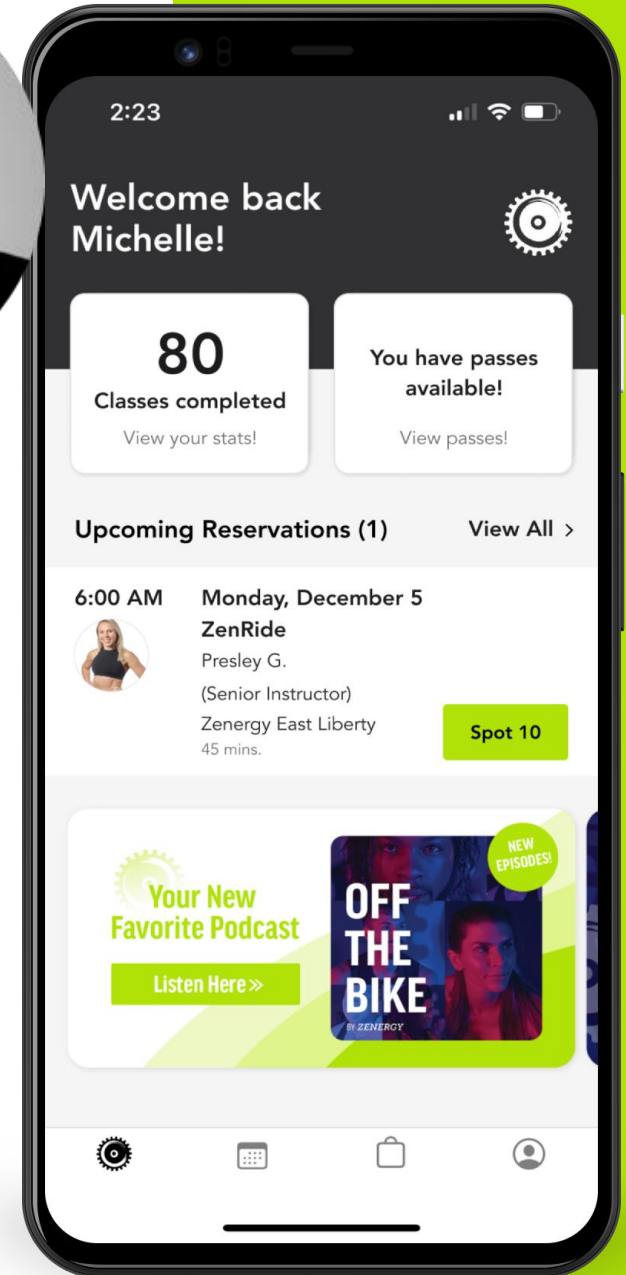
A: It was almost a no-brainer for us! We rely heavily on communication with our community. The more ways we can get to their hands and get our information out, the better.

Q: How long have you had ads running?

A: 2.5+ years

Q: How often are you editing, updating and removing ads? How does IPStudios Tool allow you to do that in an efficient way?

A: We do a monthly review of all active graphics etc throughout the company, this is including the ads/banners on our app. By using the IPStudio tools were able to update the graphics and link in a matter of seconds, thus eliminating the need to wait for someone else to do it for us.



CUSTOMER TESTIMONIAL



Zenergy

Q: What are your favorite ways to leverage the in-app ad? What have you found to be most valuable?

A: Over the years we've used the app banner ads with different goals in mind. We've found that banners with links to challenge sign-ups, our podcast, and New Rider Info are the most successful.

Q: What would you say to others considering the in-app ad?

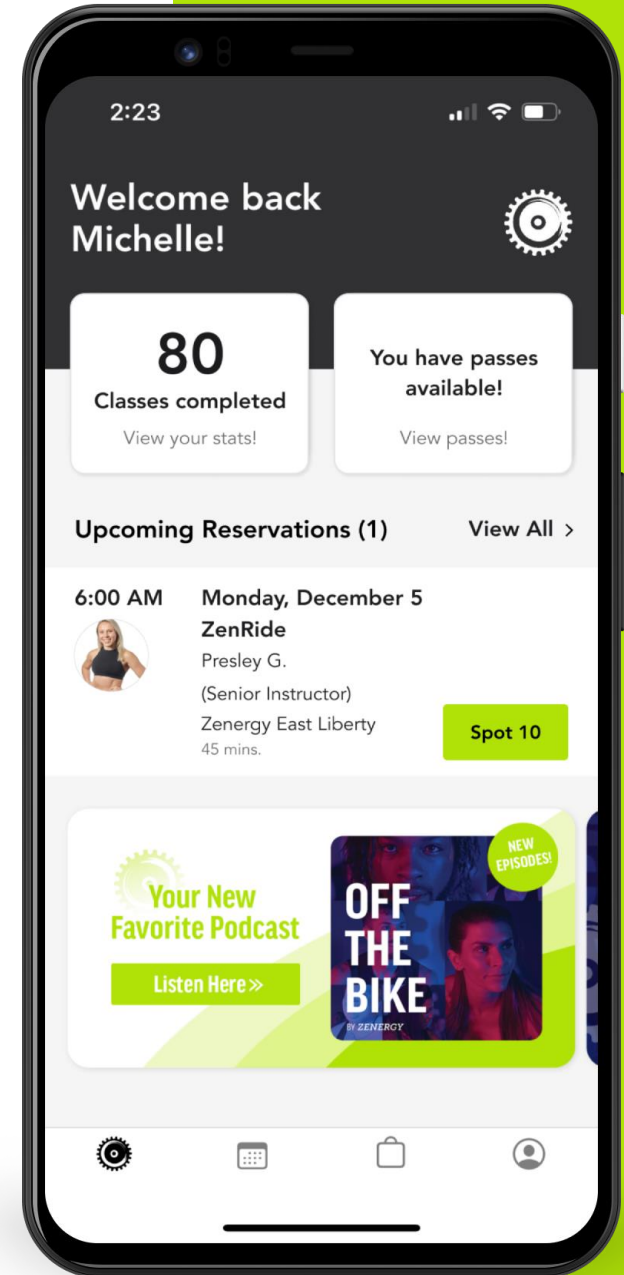
A: If you're not doing it, what are you waiting for? This is by far one of our favorite features in the app as we can take our brand image even more to our riders/clients. If we need to get something out, that's the place to do it as most of our riders use the app to book classes.

Q: How does IPStudios tool work?

A: To use the IPStudio tools, you'll log in to your backend portal/site, then from there be able to view all active graphics that you're using. With the click of a few buttons, you can move, change, edit, and delete any graphics. You might want a graphic designer to get any assets together.

Q: Tell us about your favorite ad you've implemented?

A: We love the first ad that we have features which is geared to direct people to our podcast "Off the Bike". It's been a huge tool in getting our clients directed to channels that we wouldn't otherwise be able to. Most people have social media, but almost all of our clients have the app.



THANK YOU!

