



What is Quadpay Fest?

The most un-4-gettable sale ever

Okay, we're a little biased—but hear us out.

Taking place **April 29 - May 2**, Quadpay Fest is a four-day sales event that invites you and your customers to get ready for what comes next. We don't know what the "new normal" will look like, but we're to help you get back into it with four days of deep discounts, exclusive giveaways, and more.

If your goal is winning hearts and carts, Quadpay Fest is here 4 it.

What are the benefits of participating in Quadpay Fest?

Convert

Convert shoppers and drive incremental sales by combining your sales offer with buy now, pay later messaging. This simple move can boost conversion and topline sales by 20%.

Acquire

Acquire new customers with our heavy investment in Quadpay Fest paid advertising. We'll help you reach a large audience of new customers and increase awareness of your brand.

Drive

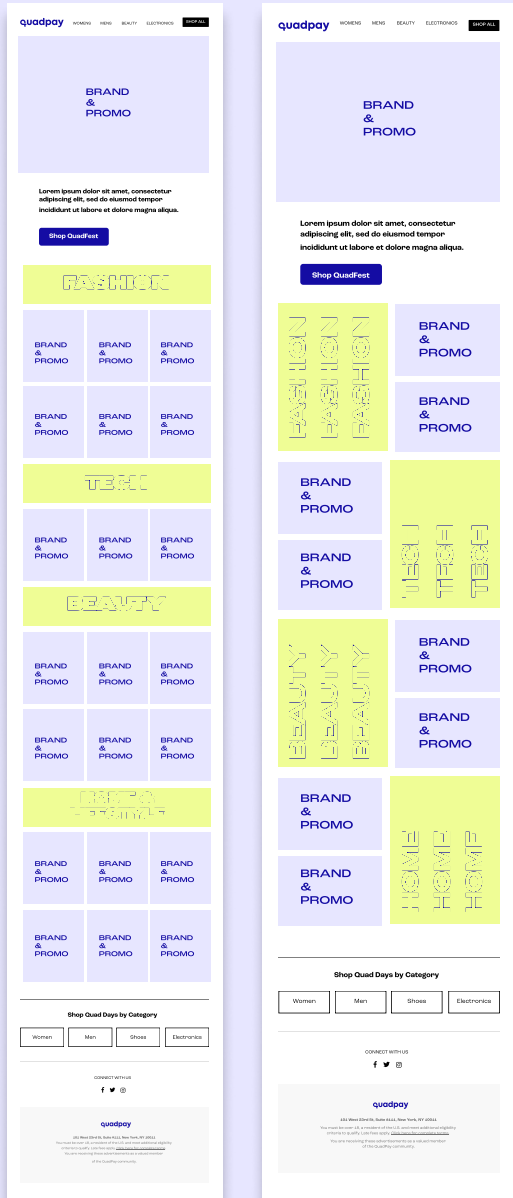
Drive traffic from our website to yours. A brand feature on our website means exposure to millions of Quadpay customers.

How can I participate?

- Run an **exclusive Quadpay promotion** during the four days of Quadpay Fest OR **push a premium CPA** to participate in some of our great placements!
- Placements include dedicated app tiles on our homepage, deals tab, round up emails, content guides and social media.



What's in it for advertisers?



Daily Deal Round-up Emails

Features 12-24 merchants
Send size: ~1M+ opt-in subscribers
Average OR: 12-15%
Unique CTR: 8-10%

Inclusion Requirements:

11% CPA for four day (4/29-5/2)
vanity/exclusive

Assets due 10 days prior to send date

Offer: up to 50 character limit/product call out

300x300 lifestyle image

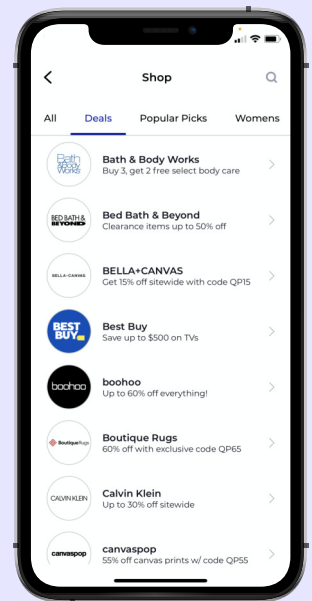
Deals Category Inclusion

2nd highest traffic app LP (behind app HP)

~500k clicks/month
16% CvR from click

Inclusion Requirements:
11% CPA for four days (4/29-5/2)

Offer to promote (35 character limit)

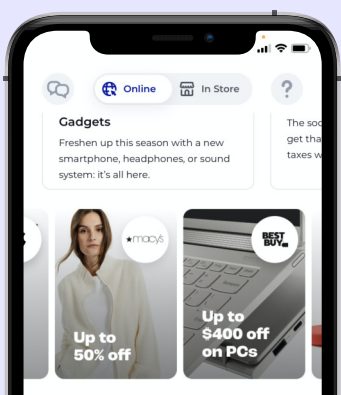


Homepage: Small App Tile

1 week inclusion
~20% lift in clicks

Inclusion Requirements:
11% CPA for four days (4/29-5/2)

Offer to promote (25 character limit)



Homepage: App Content Cards

~1M impressions/week
Round-up content cards lead to monetized listicle content (example here) Solo content cards lead directly to Advertiser's Homepage

Inclusion Requirements:

Brand/Offer fits monthly editorial theme
11% CPA for four days (4/29-5/2)
Offer to promote (25 character limit)

