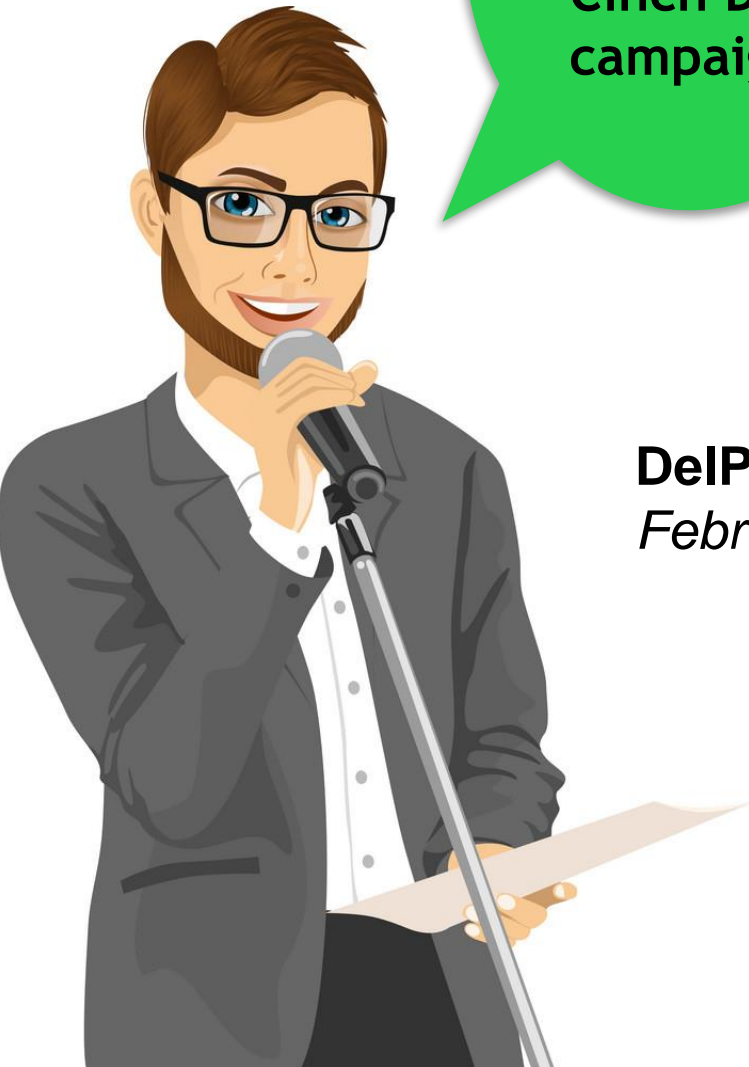




Let's hear about our upcoming Cinch DTC campaign!



DelPlaya – Mobile App Launch *February 2020*



What's Happening?

- ✓ Cinch Home Services has partnered with DelPlaya who is an In-App marketing and analytics company to help us market our home service plans through our DTC channel.
- ✓ **DelPlaya** (www.delplaya.com) has been in business for over 10 years and is headquartered in Orlando, FL. They specifically target millennials who use mobile devices as primary entertainment/information sources, with 85% of activity occurring In-App. They have a presence within Apps like MyFitness Pal, AARP, etc.
- ✓ Customers will click on the banner ad presented within the App they are using and will be taken to a Cinch landing page with a TFN. The customer can enroll online or through an inbound call.
- ✓ All calls will be directed to ThinkDirect.

Campaigns Coming Up

\$100/\$50/\$50 Off Annual Payment – Live 2/10/20

- ✓ **Cellcode:** CINDPMA100
- ✓ **Promotional Offer:** \$100/\$50/\$50 off Annual Payment
- ✓ **Deductible Options:** \$100/\$125/\$150
- ✓ **Target Audience Age:** 25-65
- ✓ **Landing Page:** shop.cinchhomeservices.com/warrantyoffer
- ✓ **TFN:** 888-304-0512
- ✓ **Estimated Impressions:** 13,911,000
- ✓ **Leads Per Day Estimate:** 10

cinch HOME SERVICES (888) 304-0512

\$100 OFF
Save now

Hi DelPlaya,

Thanks for looking at a home protection plan from Cinch Home Services. We noticed that you selected the **Complete Home Plan** but did not complete your order. No problem! We're here to make it easy. Pick up where you left off and [check out now](#).

Complete Home Plan for \$47.07/mo*
Finish your order

If you have any questions, just give us a call at (888) 304-0512. We're happy to help you find the right coverage for your home and budget.

Sincerely,
Cinch Home Services

Ad Sample