

**BUILD**

**Brand  
Partnerships**

# Media Kit 2023



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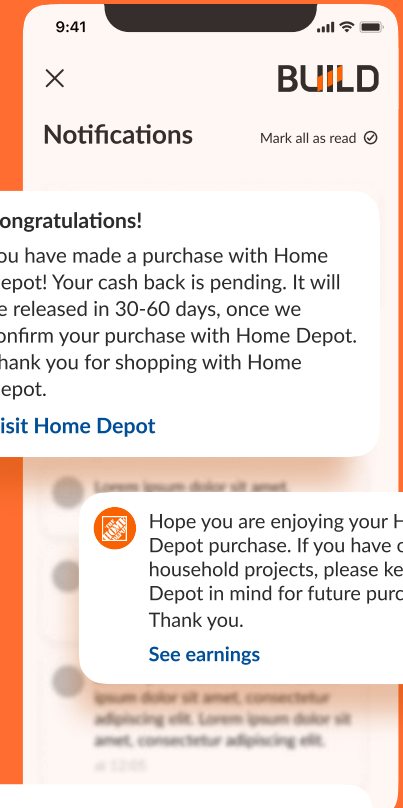
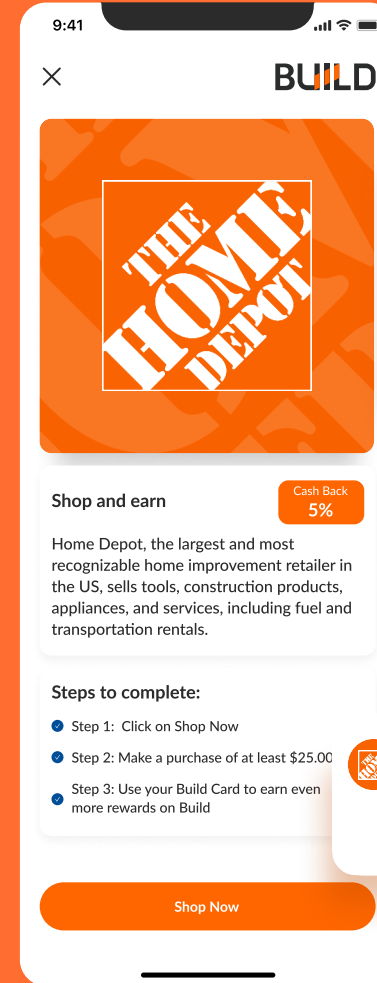
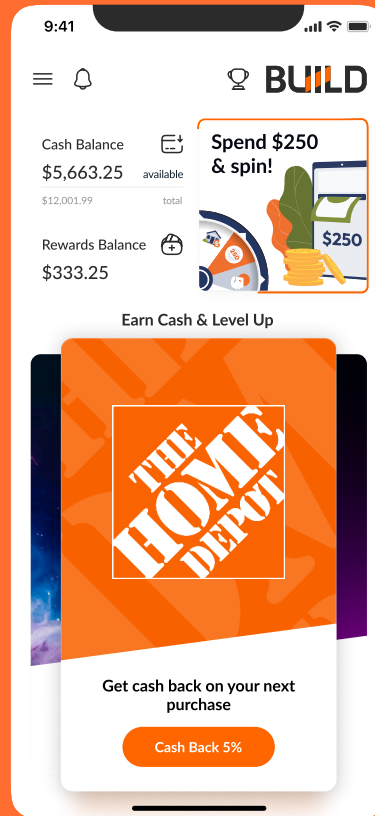
# BUILD

## A rewards-first financial services platform

Acquire highly valuable customers by partnering with a top-of-wallet mobile application with cross-wallet insights into purchase history and intent.

### The Build Customer

- Average HHI of \$85K
- Above average credit
- Avid online shoppers
- High % of direct deposit



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# BUILD

Build directly influences and **drives incremental and repeat purchases.**

Card-linked offers are integrated into our **gamified mobile banking experience.**

Build is used for:

- Everyday purchases
- Gifts
- Incremental purchases



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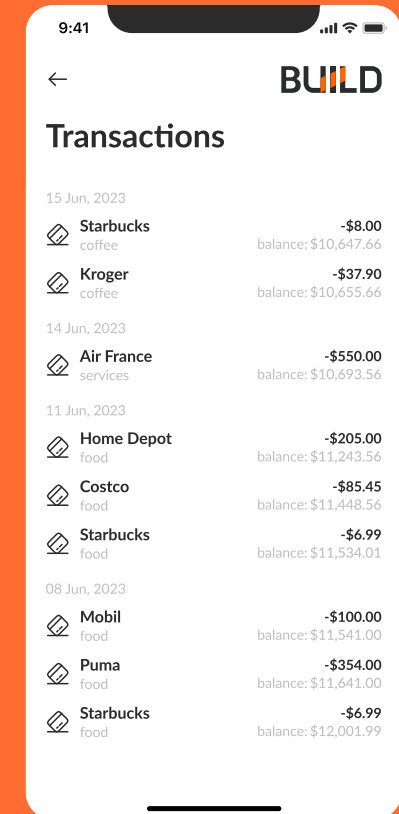
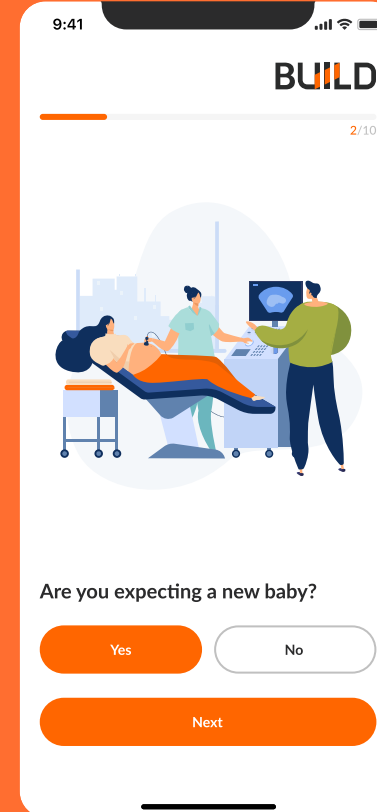
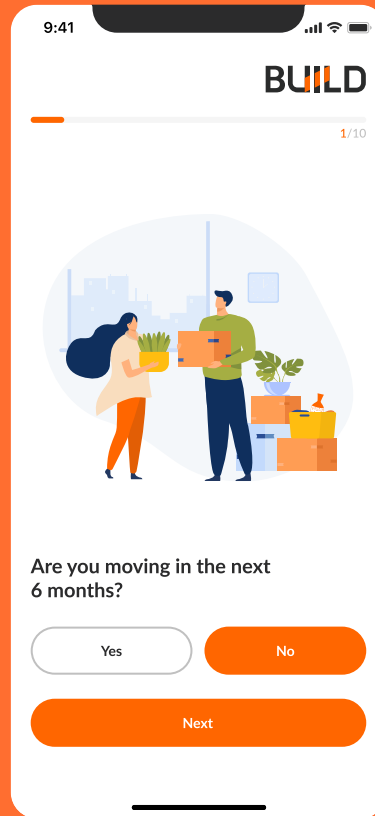
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# BUILD

Build combines transaction level data, in-app psychographic-driven surveys and alternative credit profiling to empower advertising partners with a high level of targeting precision.

- Competitive conquering (targeting consumers who shop at other brands)
- Event-driven derivative targeting (example: marketing beachwear when someone books a trip)



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## Creative specifications

The required creative assets for on-boarding.

### Carousel



Dimension:

1024 × 2048

### Spotlight offers



Dimension:

1024 × 512

### Offer details



Dimension:

1024 × 1024



# Rate Card

Affiliate and CLO Summer 2023.

## Build, by the numbers

**\$25 million**

Rewards cash to distribute

**156+**

Brand partners

**0**

Security breaches

**10x**

Average increase in APY

### Affiliate partnerships

- CPA \_\_\_\_\_ \$5 minimum
- Revenue share \_\_\_\_\_ 5% minimum
- Dashboard takeover \_\_\_\_\_ \$5,000/mo
- Featured partner \_\_\_\_\_ \$2,500/mo
- In-app push notification \_\_\_\_\_ \$3/click

### Existing partners



### CLO integration

- National \_\_\_\_\_ 7% minimum
- Attribution window \_\_\_\_ 21 days post click
- Available tracking \_\_\_\_\_ Impact + custom
- In-store + online \_\_\_\_\_ Yes



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