

UNLEASHED & OPTIMIZED

Urban Air Paid Media Highlights Snapshot #1



PAID MEDIA REALIZED SIGNIFICANT IMPROVEMENT YOY IN JANUARY - FEBRUARY

+20%

MEDIA-ATTRIBUTED PURCHASES

+95%

MEDIA-ATTRIBUTED REVENUE

+53%

RETURN ON AD SPEND

KEY DRIVERS

- The shift to Birthday programming has helped drive revenue
- The massive reduction of non-working dollars has helped improved ROAS
- Though true impact won't be confirmed until the next MMM, our commitment to upper funnel/prospecting is allowing purchase volume to grow despite the focus on higher cost per purchase birthday transactions.

HAVING OUR CAKE AND EATING IT TOO.

We've managed to improve overall media-attributed performance in the short term without sacrificing the growth of our prospect universe.



PROSPECTING MEDIA 2025 → 2026

Impressions: 11.2MM → **69.2MM**
Attributed Purchases: 72 → **6,975**
Revenue: \$13K → **\$1MM**
Site Visits: N/A* → **368K**
Video Views: 4.7MM → **20.8MM**

*ZADV did not report on site visits

Next Marketing Mix Model analysis is scheduled for April 2026