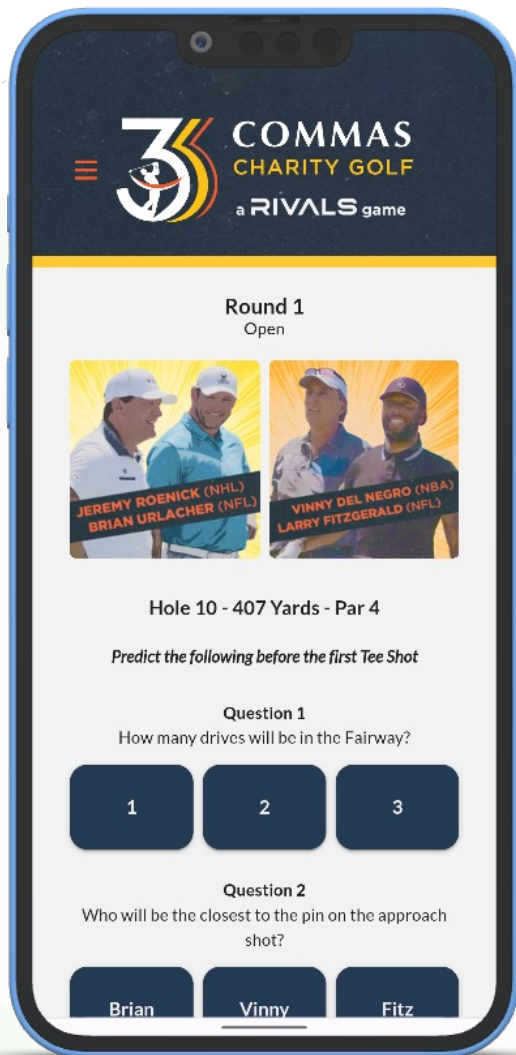


# Three Commas & Make-A-Wish<sup>®</sup>

MISSOURI & KANSAS

*"I wanted to give back to my fans and the business community that has supported me for all these years."*

**- Nelly (Founder)**



## About 3 Commas

3 Commas TV aims to become the go-to resource for entrepreneurs, startup and small business professionals for premium, innovative and groundbreaking personal finance and lifestyle content that will serve as a beneficial resource in their journey to achieve three-commas in their bank accounts.

## The Opportunity

Launching a new streaming service, Three Commas wanted to get the focused attention of consumers which will drive engagement and referrals.

## Solution

No upfront cost. Deployed a revenue share model.

Enhanced the connectivity between brands and consumers using free-to-play mobile sweepstakes games. Key features were:

- Celebrity Players multiply the fan acquisition metrics: Nelly, Damien Ryder, Elliot Ferwerda, Playa Fly.
- Social Impact attracted in millennial players
- Tweet the leaderboard – are my predictions better than the celebrities.

## Results

28%

Social Conversion Rate

70%

Played the game

8x

Follow on Viewers