



Thumzup[®]

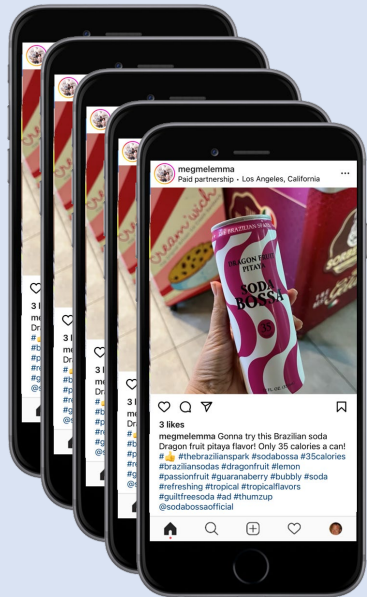
Pay Digital Cash For Branded Posts on Instagram On A Massive Scale



Stock Symbol: TZUP

Step 1

Buy
Thumzup
posts



Step 2

Let people know

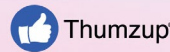


SHARE A PHOTO TO PROMOTE
SODA BOSSA
ON THE THUMZUP APP AND GET \$10

- 1 Scan the QR code to download the Thumzup app
- 2 Take an original photo to promote the business
- 3 Post the photo with a positive caption including the location of purchase through the Thumzup app to your Instagram (must have 50+ followers)
- 4 Get paid within 24-48 hrs once your post is confirmed
- 5 Cash out through the Thumzup app to your PayPal



200+ BUSINESSES ON THE APP



Soda Bossa
www.sodabossa.com

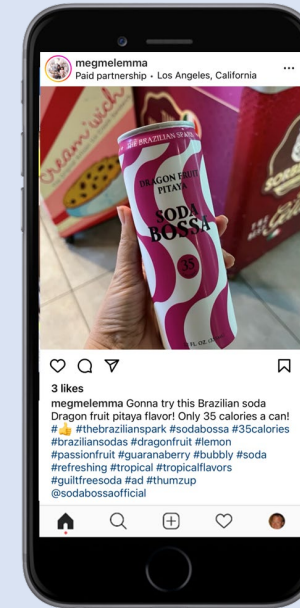
Stock Symbol: TZUP
310.237.2887

Notify on official IG,
Postcards in packages
Email
Landing pages

Stock Symbol: TZUP

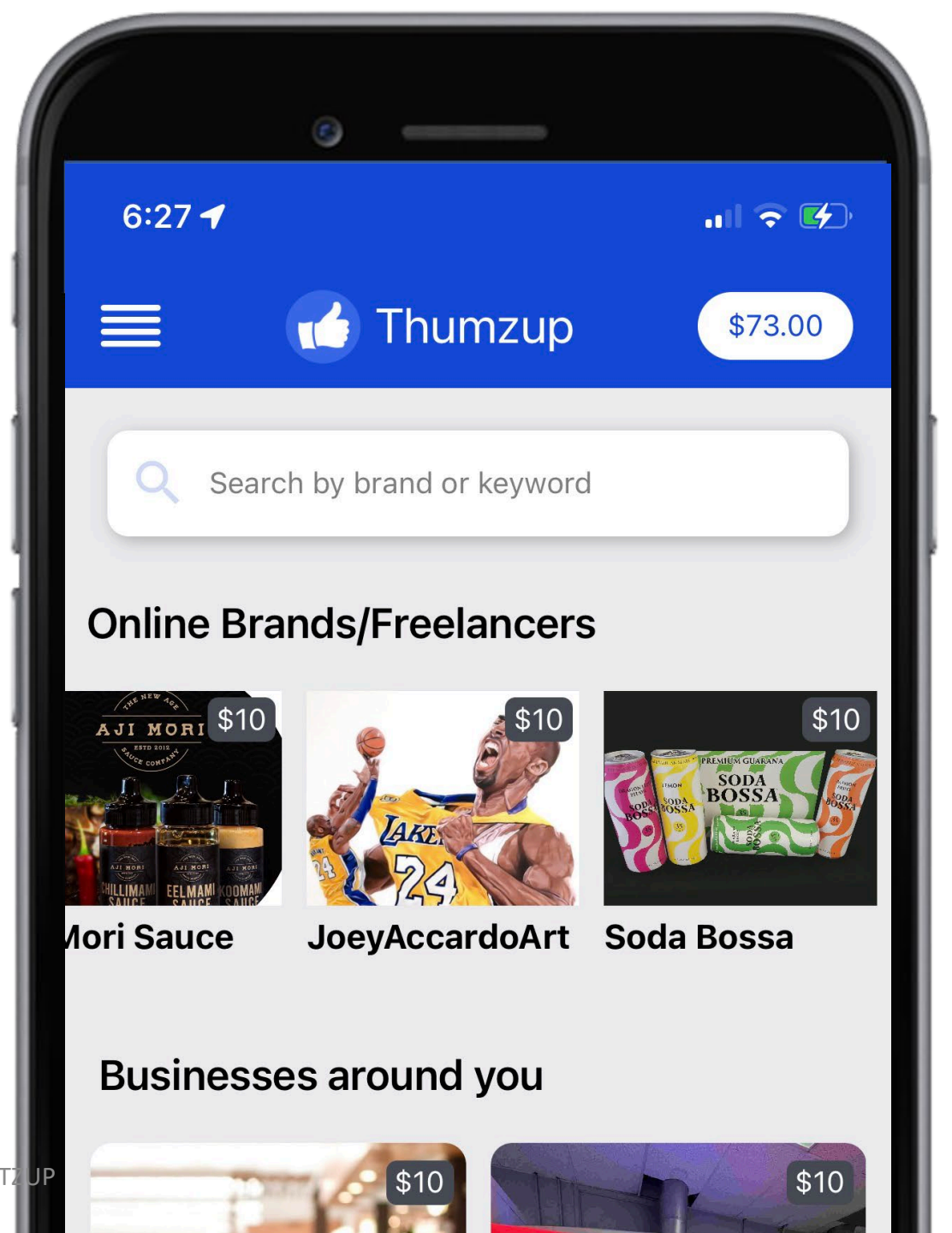
Step 3

Happy
customers



tell
their
friends
and they
become
new
customers

User selects Soda Bossa in the Thumzup App




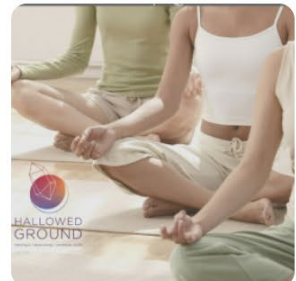
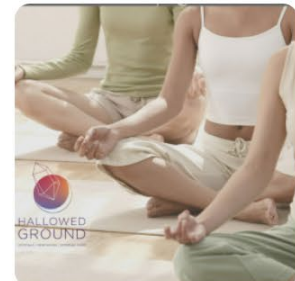






Stock Symbol: TZUP

User snaps a photo



Pending Approved Rejected Paid

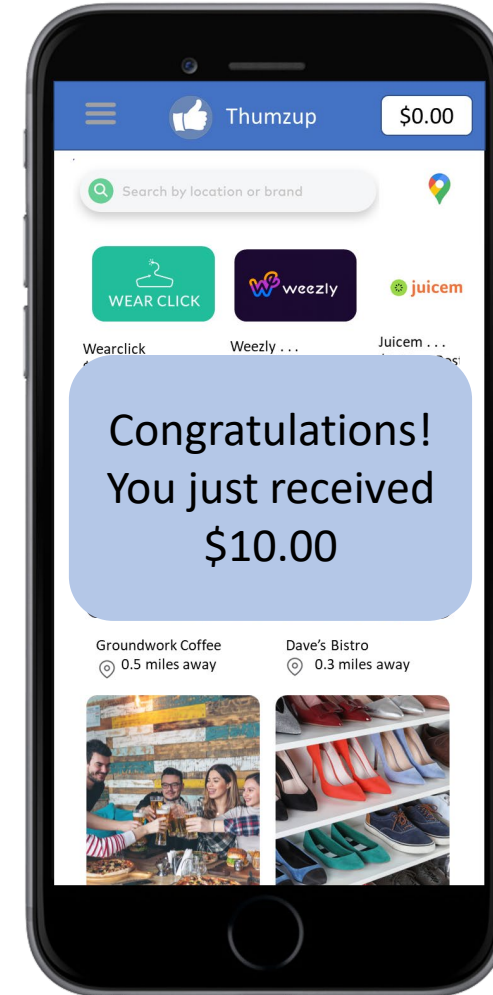
ID	User	Post Content	Instagram Content	Post Caption	Brand Campaign	Amt.	Date Posted	Status
#1	+1-3109684213 @adamsands2			I am happy with my new pair of shoes. #yogawear #shoes #health #fitness #instagood	Yogawear	\$10.00	2022-20-04 10:39 AM	Pending  Approve Reject
#2	+1-3108951650 @saint.venetian			TUESDAYS 7-7:45pm RESTORATIVE YOGA REIKI INFUSED SO UNDBATH AT HG #mainadelrey #venicebeach #losangel es #santamonica #yogala #reiki #soundhealing #soun dbath #meditation #healthiswealth #selfcare #wellness #yin #ad #thumzup #HallowedGround @hallowedground.la			-19-04 AM	Pending 
#3	+1-5203909155 @zen.becks			#malachite has collected all the wisdom and energy of the earth. It is a stone to help	Hallowed Ground Hallowed Ground	\$10.00	2022-18-04 03:13 PM	Pending 

The advertiser has a login to review posts and approve or reject posts for payment

Posts
appear
on



Users
get
paid
on





Now Their Friends and
Family Know They Love
The Brand

You can set payout limits

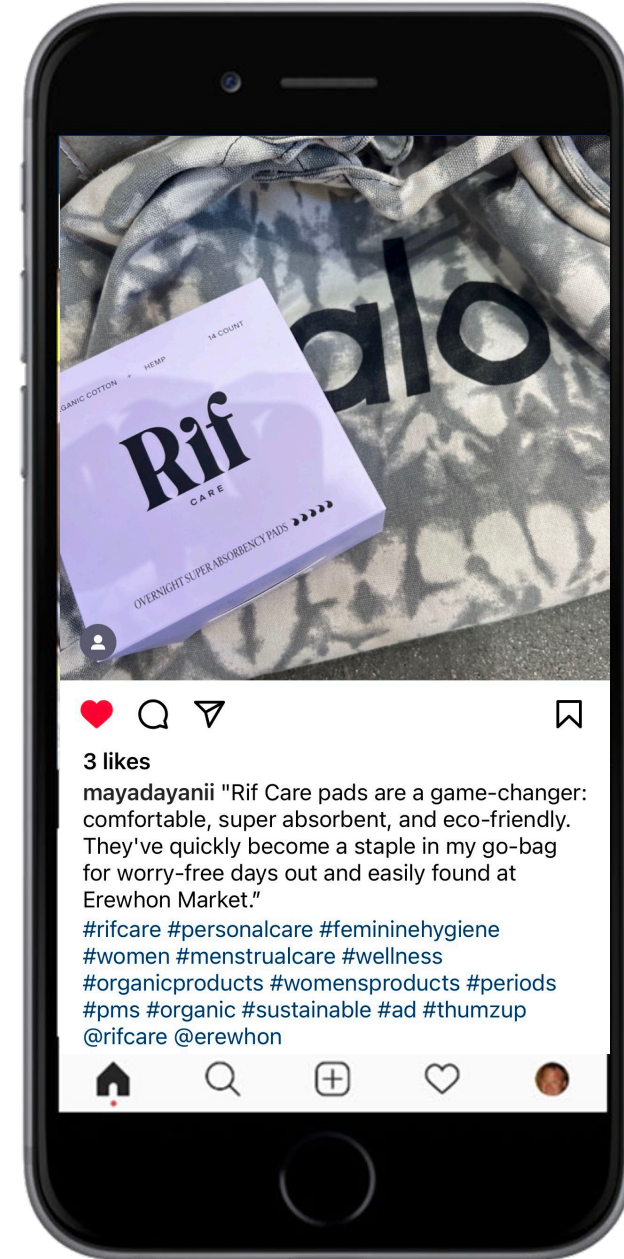
By campaign total

By user by day

By week

By month

Once budget has been used
users cannot post



Analytics



\$0.0063

Cost Per Reach



3408

Average Thumzup
User Follower Count

- Out of 11,695 Thumzup posts made from 11/6/21 to 8/23/23, the sum of followers for each post adds up to 24,994,178
- Thumzup advertiser price for these would be \$157,158
- This results in a Cost Per Reach of \$0.0063
- These posts were made for 163 different advertisers
- The average Thumzup user during this period has 3408 followers
- The weighted average is 2137

Analytics

- Out of 446 posts made through the Thumzup platform during the month of August 2023, the Instagram followers of the accounts making post on the Thumzup app aggregated to 384,156 followers, of which 7,676 liked the post.
- Total cost would be approximately \$5,854, which divided by the total Instagram users who liked a Thumzup post results in an estimated Cost Per Like of \$0.76, with an overall engagement rate of 2.0%.



\$0.76 Cost Per Like



2% response rate



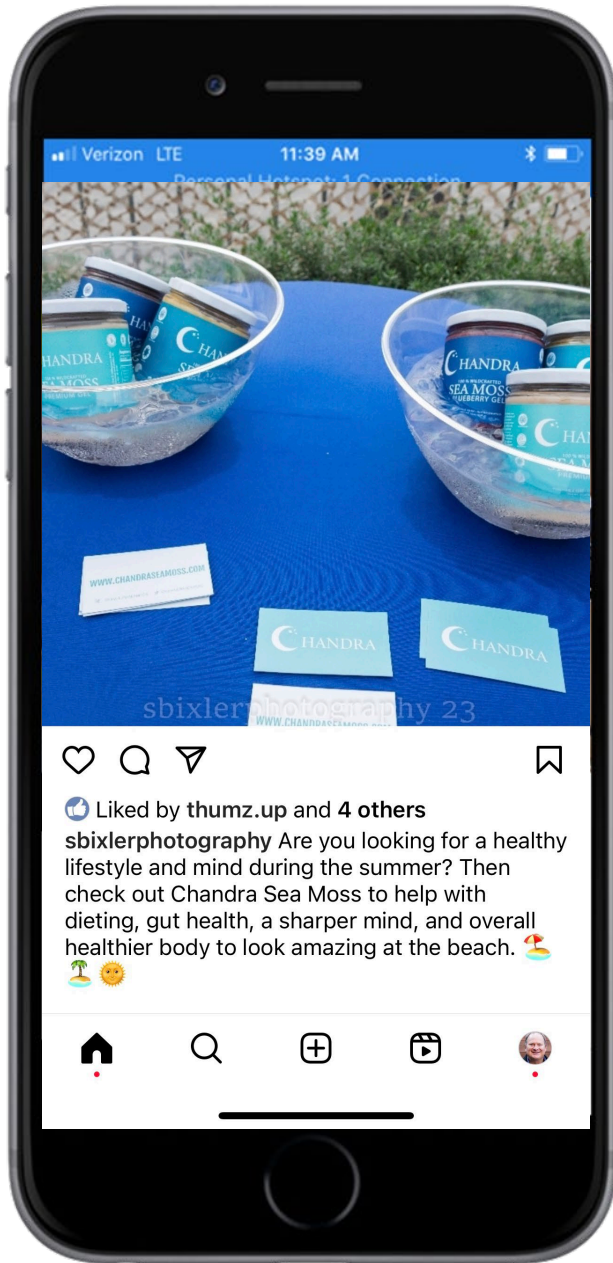
Surfitos

- Snack Food
- 65 posts from 42 users
- Reach: 33,017
- Likes: 235
- Response rate: 0.7%
- Cost per reach: \$0.026
- Cost per like:\$3.60



Rif Care

- Feminine hygiene in Erewhon
- 35 posts from 21 users
- Reach: 20,993
- Likes: 93
- Response rate: 0.4%
- Cost per reach: \$0.022
- Cost per like:\$4.89



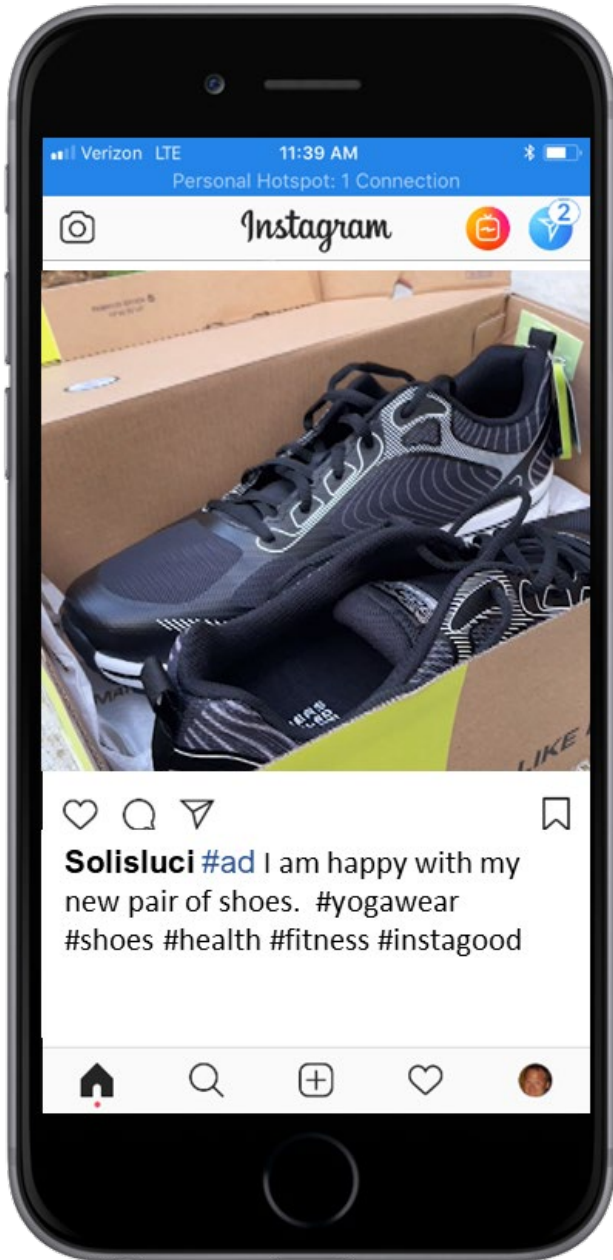
Chandra Sea Moss

- Nutraceutical
- 25 posts from 19 users
- Reach: 7,259
- Likes: 62
- Response rate: 1%
- Cost per reach: \$0.045
- Cost per like:\$5.24



Attribution

1. Get 10% off your phone order when you mention code: FT23, or
2. Get 10% off by ordering here now - @fattomatotzup



Contact



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