
 | **SDA** +  **resso**







## **A social media awareness company built for today.**

We help amazing people, products, and causes reach a global audience with a culturally relevant voice.



→ **Custom Awareness Programs**

We take the goals most important to you and build custom awareness programs to support them.

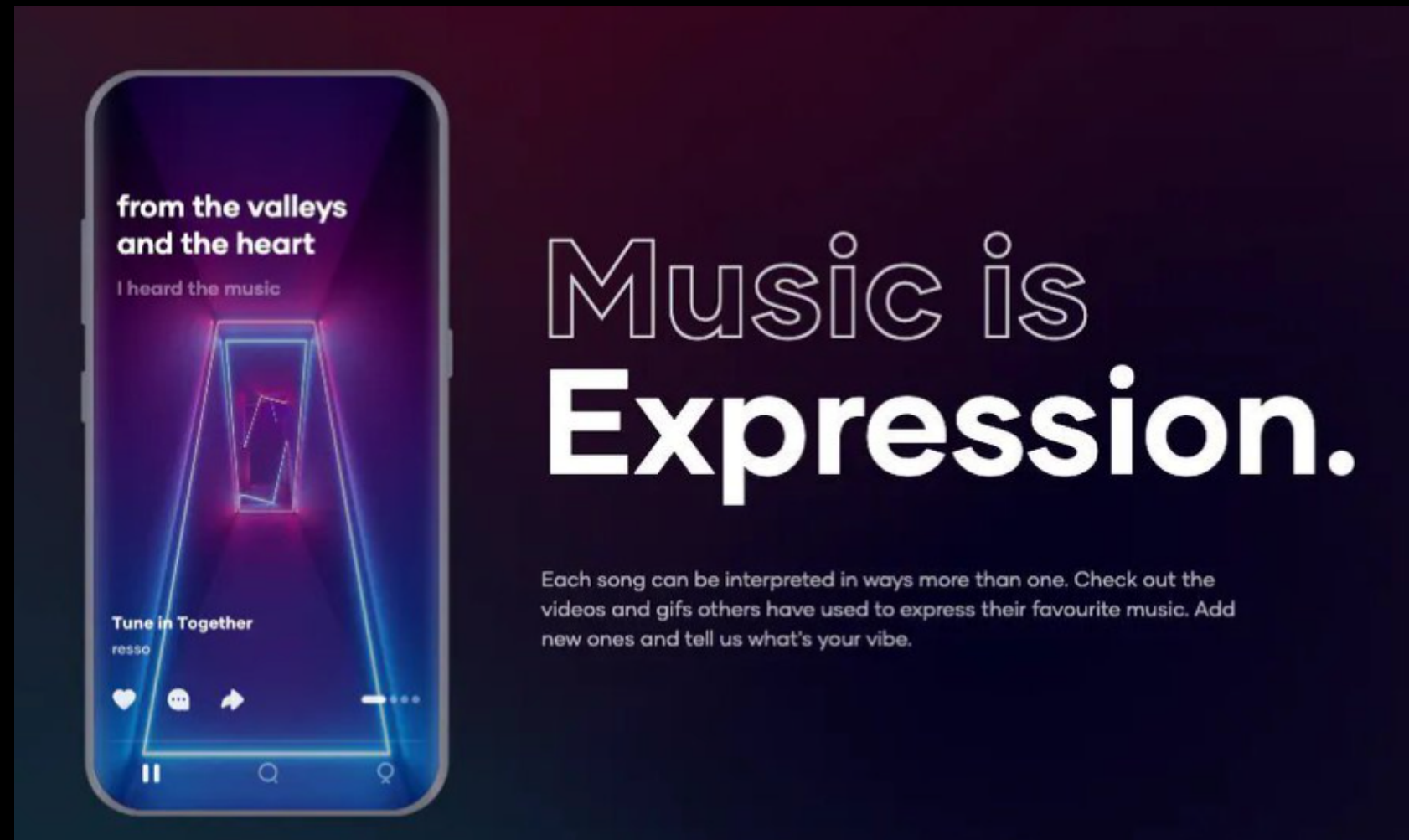
→ **At Scale**

No one can run effective awareness campaigns on a global scale as quickly as SDA. Our reach exceeds 750-million consumers.

→ **Focused on Outcomes**

SDA Media prides itself on being one of the only social media awareness companies willing to deliver on a performance based model. We support your goals and stand behind our services.

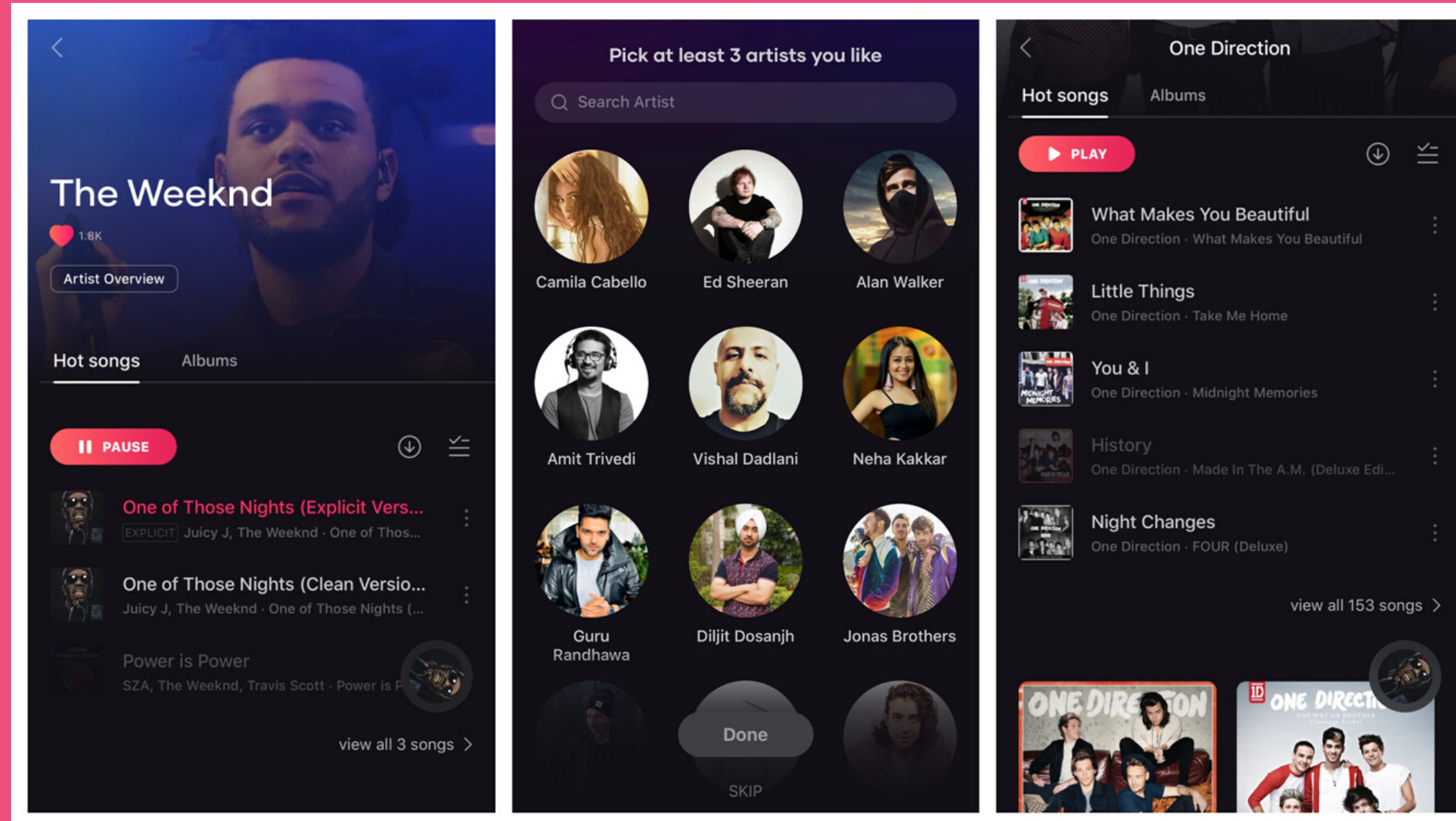




# Resso

Resso is a music streaming app founded by ByteDance in 2019. Resso offers unique features such as real-time lyrics so users can sing along with their favorite songs and "vibes" for users to express themselves by uploading videos, GIFs, or photos to their favorite songs.





# THE CHALLENGE

Resso came to SDA seeking help to scale and drive downloads in India, where it was first launched. Due to our successful track record driving apps for Bytedance, we were the first agency in the world engaged to promote Resso.



# THE SOLUTION

## → **TikTok Creator/Influencer Posts**

Recruit talented brand ambassadors in the music, entertainment, and creative industries to produce and share quality, relevant content for Resso.

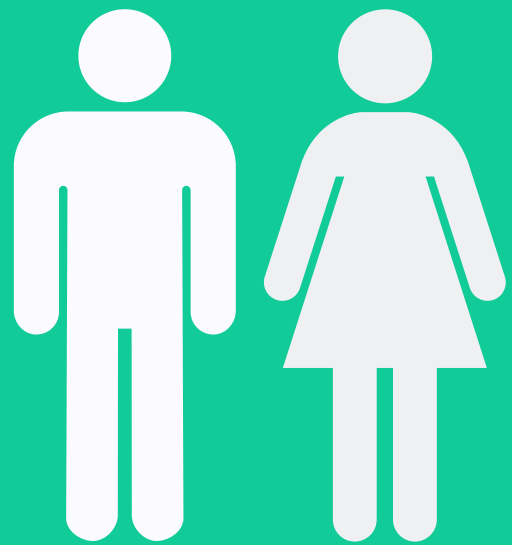
## → **SDA's Proprietary Creator Boost Program with Cost Per Install Model**

Distribute specialized content crafted specifically for Resso through our proprietary assets with a performance-based pay scale.



# Target Market

Our custom awareness program for Resso targeted consumers in the following demographics:



GEN Z &  
MILLENNIALS



INTEREST IN MUSIC



FROM INDIA



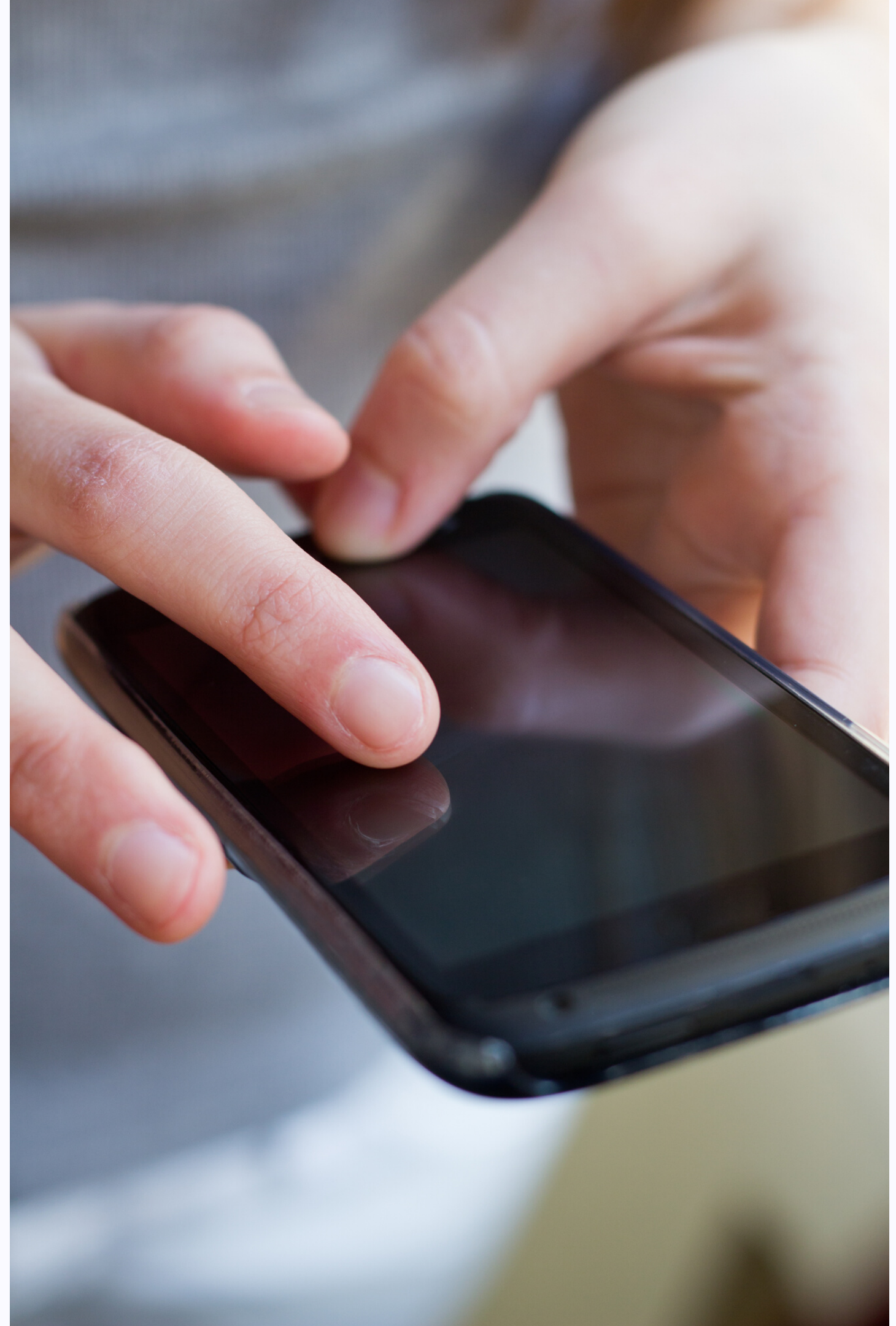
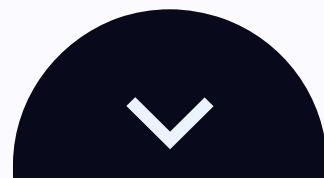
USE IOS  
OR ANDROID





This campaign targeted India, which has the second largest population in the world. Not only that, but the music niche in India is highly competitive.

SDA Media was the first agency to partner with Resso beginning in late January, and through our efforts we were able to assist Resso in achieving massive growth.





## Launch Program

# High-Level Strategy

### Stage 1

Recruit TikTok creators and influencers to generate content specifically and uniquely for Resso

### Stage 2

Leverage SDA's proprietary assets and creator boost to generate massive awareness and downloads for Resso

### Stage 3

Utilize an easily accessible swipe-up link to allow users to download Resso directly from the social media platform they are on



# Reportable Metrics

## ○ Frequency & Quality of Content

Measure the volume and quality of content creation by TikTok creators/influencers

## ○ Resso Growth

Measure app downloads and rankings in both IOS and Android app stores

## ○ Views on Content

Measure the view counts on content created by TikTok creators to measure external marketing efforts

## ○ Standard Reportable Metrics

Lead measures: External marketing Metrics (reach, engagement, etc.)

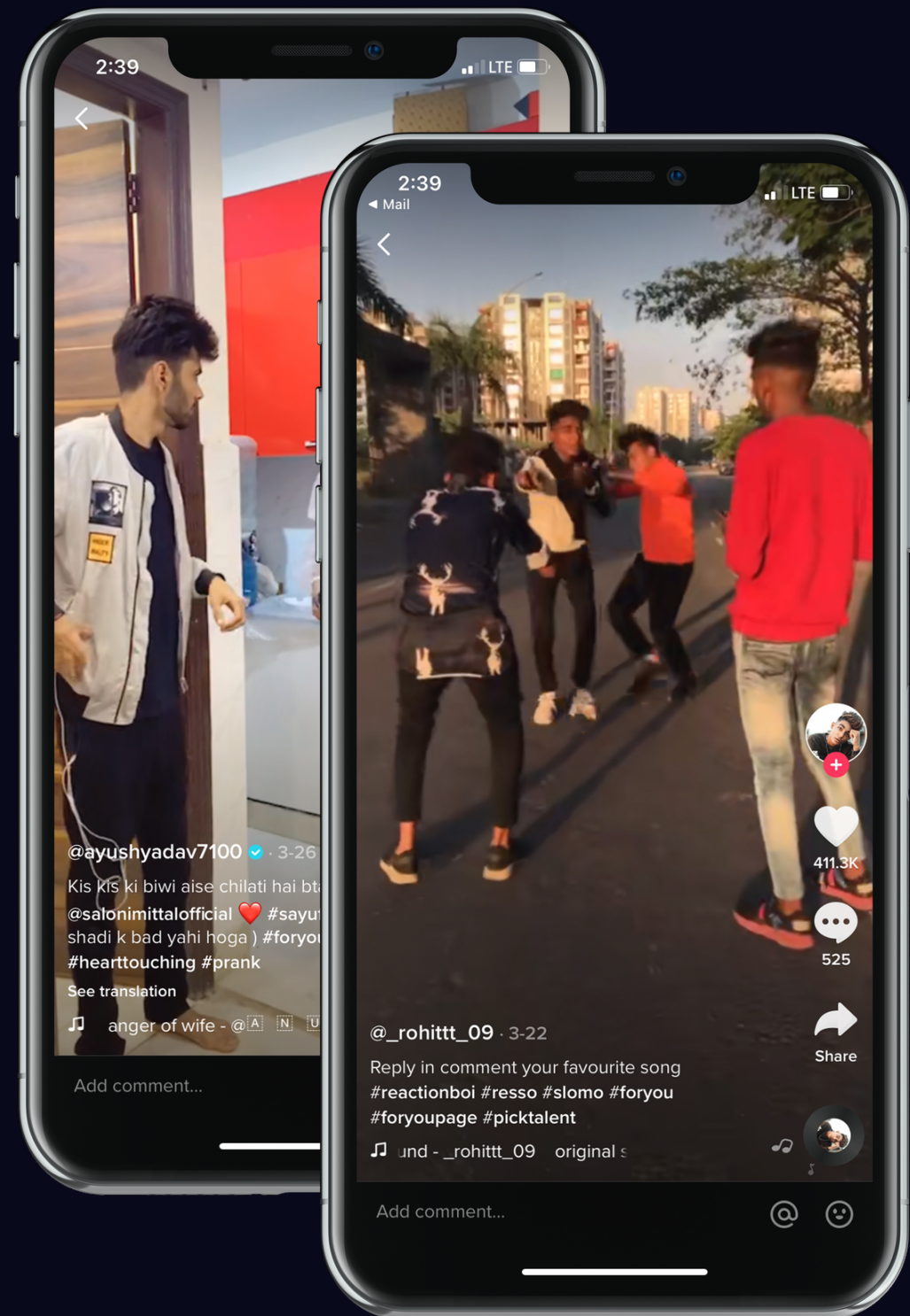


# RESULTS

With the help of SDA Media, Resso is now a mainstream app in India and looking to expand to other countries.







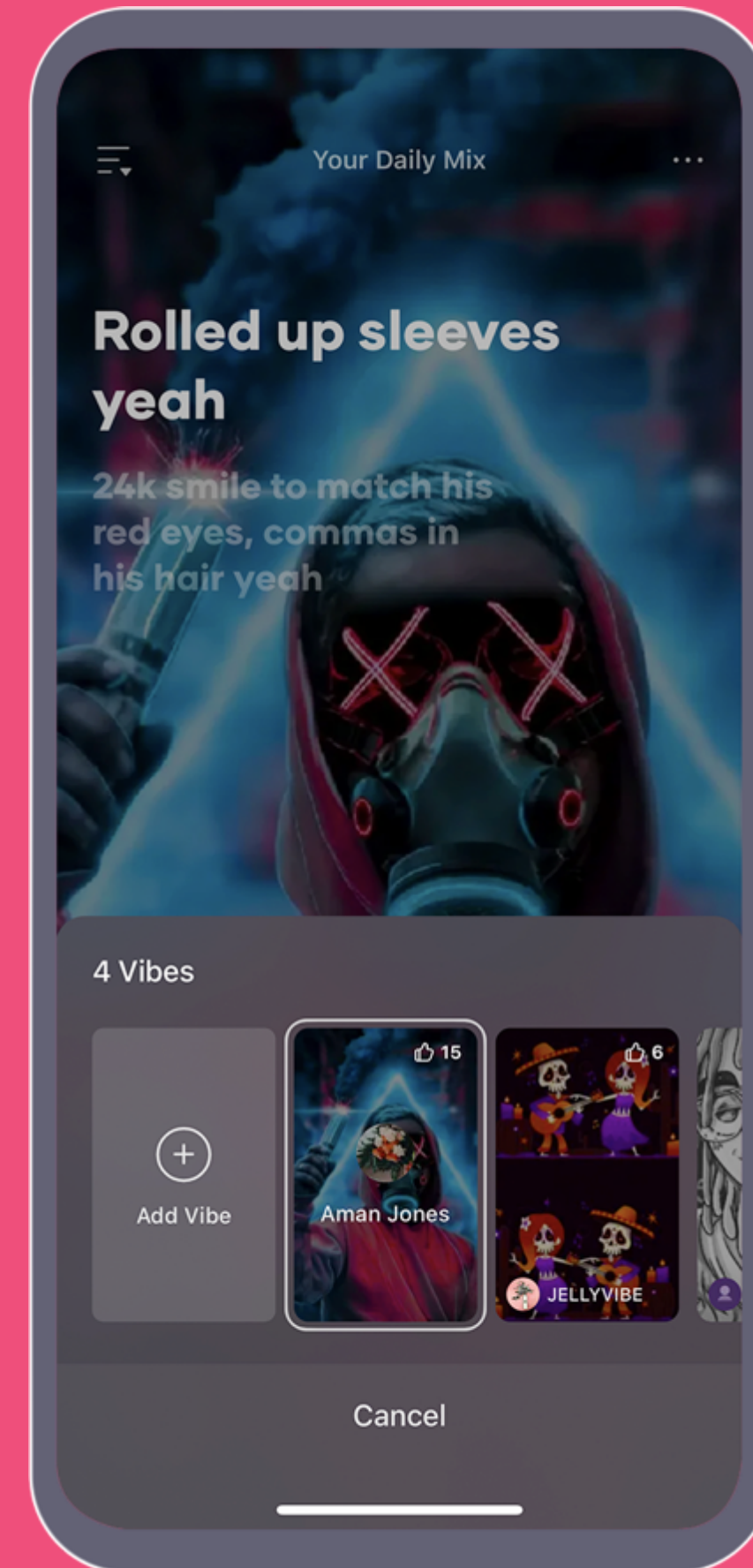
# 1,600

unique content pieces created by  
TikTok Creators with over 800  
million views and over 500 million  
impressions generated from SDA  
Media's Creator Boost



# 1.3 BILLION

combined impressions and views to Resso generated from SDA Creator Boost Program and TikTok Creator Collaboration



# DOWNLOADS

 **700 K**

Resso app downloads generated directly from SDA's partnership.

# APP STORE RANKING



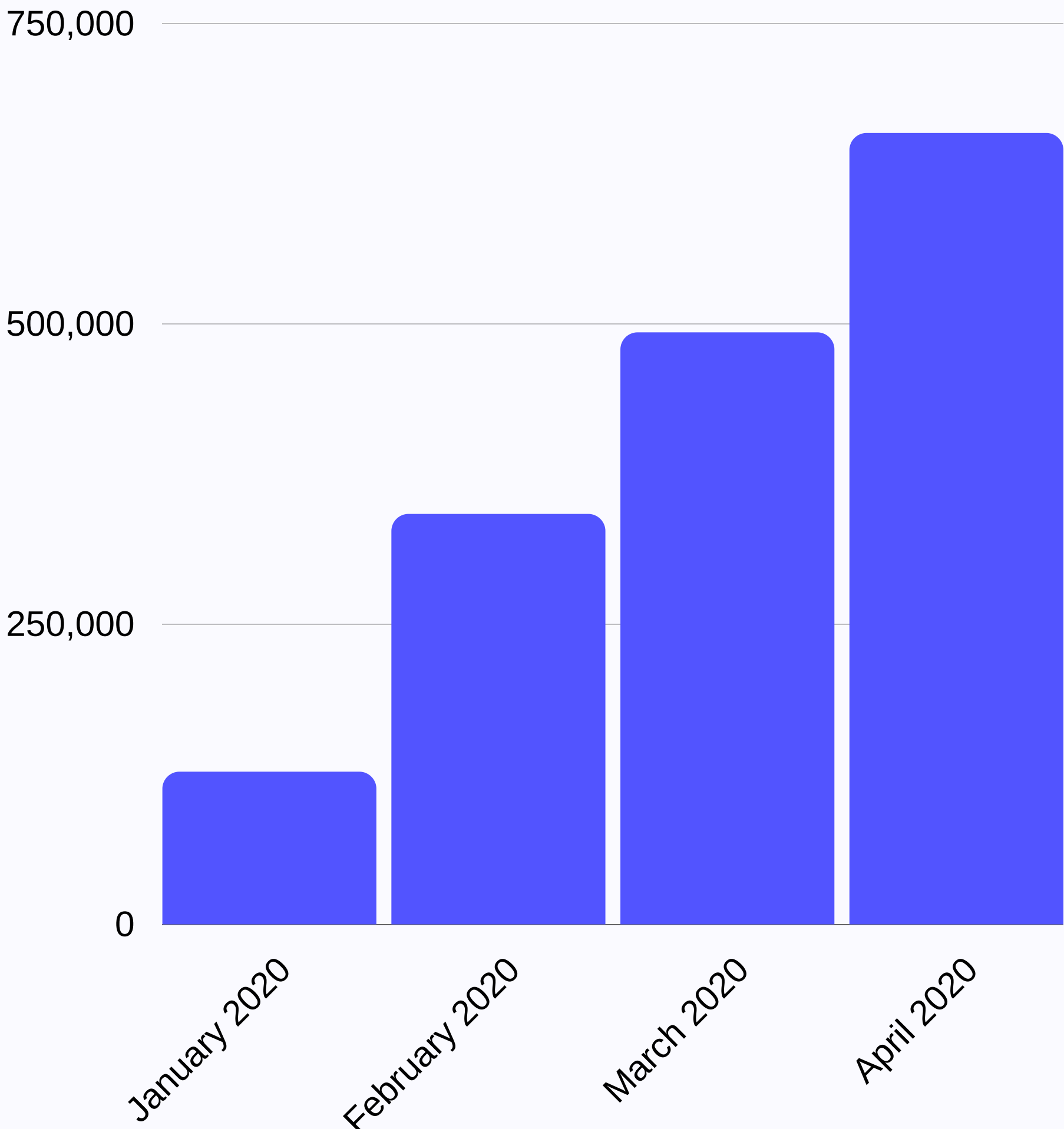
**#6**



**#5**







# **Worldwide Resso App Downloads**





**Resso is an ongoing partner  
of SDA Media and continues  
to scale month after month.**



# See How Our Services Can Help Your App Reach Top Charts



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