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Company Overview

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2019
Founded

20+
Team Members

$5B
Combined value of our startups and enterprise clients

300+
Digital roadmapping projects for SMEs

$15M+
Ad spend managed

$50M+
Ad revenue generated

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How Swipe Right Media is different

You have a vision for your future. We'll help you get there.

We take a people-first approach to problem solving

We don't start with technology. We translate your business needs into digital solutions through the strategic use of people, process, and technology.

We're invested in the success of every project

We deliver immediate business value through Partner-led engagements, combining thought leadership, technical talent, and industry know-how.

We listen & collaborate before we lead

Our engagements emphasize working together, enabling stronger decision-making, and accelerating results by connecting our experts with yours.

We provide world-class expertise without the ego

Most other consultancies and agencies are either too big and rigid or are too small and narrow in their capabilities. We're neither, offering end-to-end solutions.

Our 3-lenses model to drive business transformation.

At Swipe Right, we bring together a diverse team of **customer experience, data,** and **technology** experts, to develop the most high-impact strategies to meet our clients' specific business imperatives.

Customer Strategy

Data Strategy

Technology Strategy

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Our digital transformation thought leadership

Swipe Right Media is a thought leader in the technology space in Canada. Outlined below are key learnings we have captured over the years regarding digital transformations, innovation, cyber security, and artificial intelligence (AI). Additional articles can be located here.

Optimizing the return on your ERP investment

In the early days of 2020, when rumors pointed to a worldwide pandemic, businesses were forced to make a difficult decision; do we continue to do business as usual, or do we invest the time and strategy required to reinvent our business operating model?

Supporting your field service with cloud ERP software

Should a service-providing company that strives to provide excellent customer service consider implementing a cloud-based field service management solution? Can a service-providing company even provide excellent customer service without cloud-based field service management software? The answer to the first question is 'yes', and the answer to the second question is 'yes, but it's much harder.'

Playbook: Everything you need to know to reduce your risk of a cyber breach

Every year, one in five Canadian small businesses suffers a cyber attack — and the issue is only becoming more prevalent: With a new attack occurring every 39 seconds by some estimates, the annual global cost of cyber crime is now close to US$6 trillion.

Getting a complete picture of your business starts with the right technology

The future arrived fast. In 2020, manufacturing and technology businesses quickly opened their minds to integrating technology into their organizational processes in order to adapt to pandemic restrictions.

Our Team

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Cross functional teams

We build cross-functional teams to solve complex problems. Team composition is made by selecting a cross-functional team where team members have experience in the industry, technology, and business landscape that the project is going to be built in.

Through these varying experiences the team able to bring expertise in important areas but also **broader thinking from outside experiences.** This combination drives innovation with shorter learning curves.

Team Construction

Allow me to provide you with an illustration of the kind of team we would assemble specifically tailored to your project's requirements.

Each member of this team brings not only their **extensive expertise** but also a **unique set of skills** that **harmoniously complement one another,** ensuring a well-rounded and synergistic approach to your project's success.

David Kim
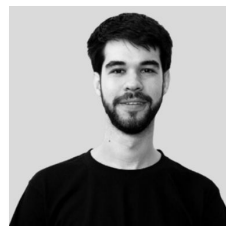Founder & CEO

Teodora Filovska
Director of Strategy

Mahmood Alsaati
Partner -
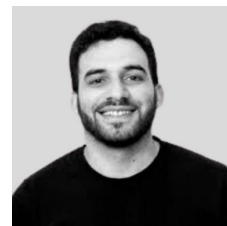Digital Transformation

Ramy Korayem
Strategy Consultant,
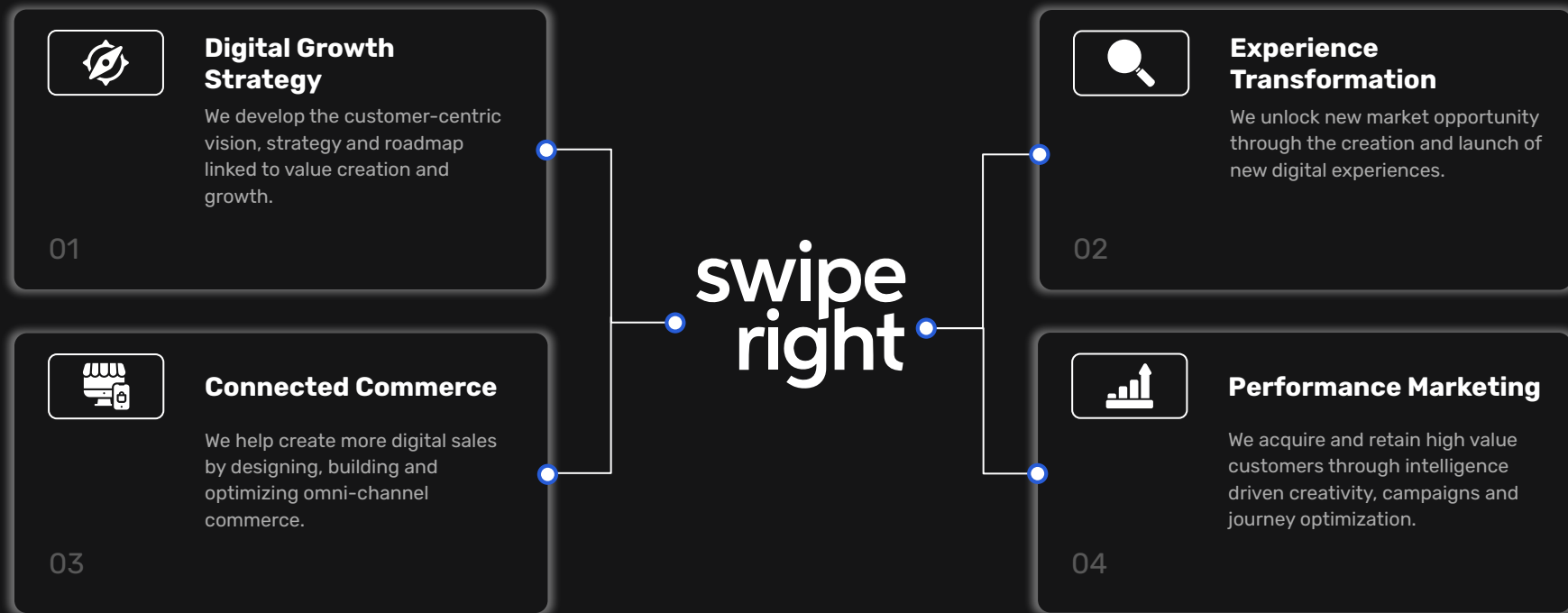Retail & Hospitality

Franco Pariani
Product Strategist

Nicolas Erlichman
Tech Strategist

Bruno Pariani
Design Strategist

Services & Capabilities

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What we do

Digital Growth Strategy

We develop the customer-centric vision, strategy and roadmap linked to value creation and growth.

01

Experience Transformation

We unlock new market opportunity through the creation and launch of new digital experiences.

02

Connected Commerce

We help create more digital sales by designing, building and optimizing omni-channel commerce.

03

Performance Marketing

We acquire and retain high value customers through intelligence driven creativity, campaigns and journey optimization.

04

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Case Studies

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CASE STUDY:

NOMAD

The Ask

Nomad came to us with the challenge of increasing the margins of their current Facebook ads.
They were running domestic and international campaigns, looking for outside expertise to reduce their CPA and improve ROAS. We quickly tackled tightening up their sales funnel, optimized every step of the customer journey, and scaled their budgets to $1,500 per day.

The Solution

- *Social.* Deep dive into granularity in existing audiences and breaking them down to more accurately determine where value was coming from. We then "fed the stallions" to generate additional revenue at lower CPA benchmarks.
- *Search.* Eliminated wasteful keywords, ads, and campaigns. Used comprehensive competitor bidding and organic search placements to create additional keywords to build lean growth.

The Results

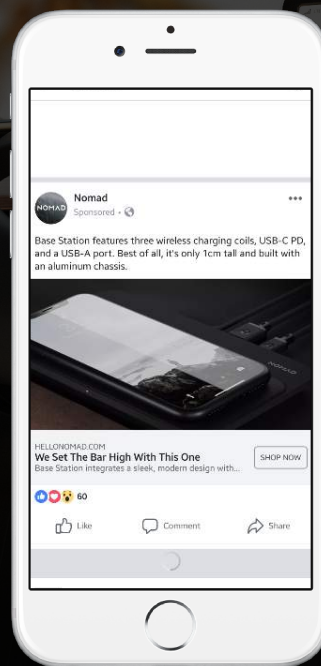| **13**M+	**65**%	**40**%	**4.5**x
Users Reached	Decrease in CPA	Increase in Revenue	Return on Ad Spend

Facebook Advertising

Digital Strategy

AdWords Advertising

Nomad
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Base Station features three wireless charging coils, USB-C PD, and a USB-A port. Best of all, it's only 1cm tall and built with an aluminum chassis.

HELLONOMAD.COM
We Set The Bar High With This One   SHOP NOW
Base Station integrates a sleek, modern design with...

👍❤️😮 60

👍 Like   💬 Comment   ↗ Share

CASE STUDY:

DOÊN

The Ask

A successful startup brand, DOÊN came to us with fluctuating monthly performance, looking for a way to scale their digital presence in a more stable manner. Utilizing on-site optimizations for CRO, followed by baseline campaigns on Facebook and Adwords, we've worked to scale the brand to over $20k in monthly ad spend with additional placements on Pinterest and Bing.

The Solution

- **Social.** We utilized a combination of lookalike and interest-based audiences to build their internal base. Since there was no social media strategy prior to the onset of our management, we had to start them from scratch and build the momentum across all audiences.
- **Search.** To compliment the social push, we built out a strong base of branded paid search Google Ad campaigns that tremendously escalated sales and created more value for the brand as a whole.
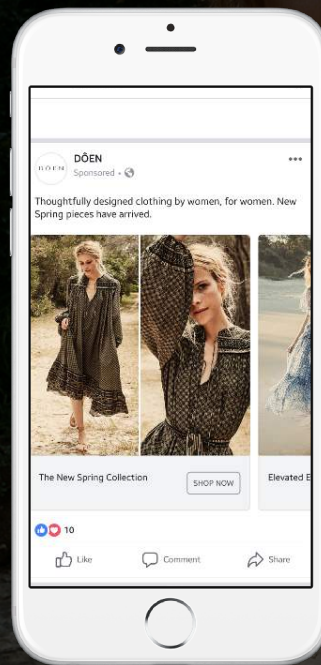
The Results

17M

Impressions

+1600%

Revenue Growth Across Social

+139%

Revenue Growth, YOY

4.5x

Return on Ad Spend

Facebook Advertising

Digital Strategy

AdWords Advertising

CASE STUDY:

CÉRAMIRACLE

The Ask

In an environment as competitive as the cosmetics and skin care industries, Ceramiracle came to us looking for a way to stand out. With a strong focus on brand recognition and conversion campaigns through paid social and search channels, we got to work on a holistic strategy for the brand.

The Solution

- *Social.* Campaigns utilizing remarketing & internal audiences to grow social proof and educate potential customers about the brand.
- *Search.* Comprehensive Branded & Shopping campaigns, optimized around remarketing lists and mobile users.
- *CRO.* Analysis of site to widen the conversion funnel and improve the pathway to purchase.
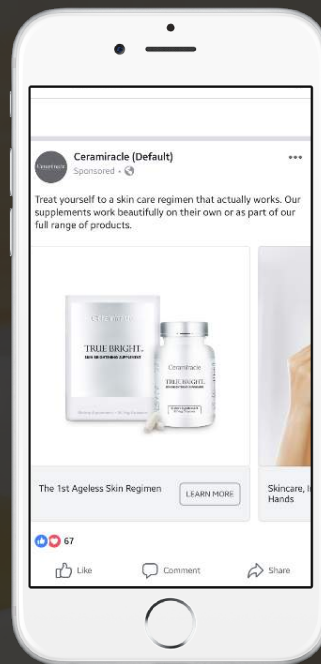
The Results

250K+
Monthly Impressions

+15%
Average Order Value
Increase in Month 1

+30%
Increase in Revenue
in Month 1

7.1x
AdWords Return on
Ad Spend in Month 1

Ceramiracle (Default)
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Treat yourself to a skin care regimen that actually works. Our supplements work beautifully on their own or as part of our full range of products.

The 1st Ageless Skin Regimen   LEARN MORE   Skincare, Hands

❤️👍 67

👍 Like   💬 Comment   ↗ Share

ⓕ Facebook Advertising

✈ Digital Strategy

◎ AdWords Advertising

🔍 Search Visibility Optimization

CASE STUDY:

hidrent

Our team collaborated with the founding team of Hidrent to develop two innovative apps that link homeowners with local firefighters offering help with household tasks. The primary app, Hidrent, enables homeowners to list jobs and set their price, with notifications sent to firefighters who can accept these proposals via the secondary app, Hidrent Pro. Firefighters choose assignments based on their skills and availability and then coordinate directly with homeowners through the app.

This strategic partnership resulted in Hidrent receiving high praise and being recognized as an efficient service. It rapidly gained popularity with numerous app store downloads and attracted significant media attention, including coverage on Fox, Yahoo Finance, and CNBC.

As Hidrent's engineering team, we have been instrumental in fostering its growth, marking its longest ongoing partnership. This collaboration has resulted in significant milestones, such as securing Seed funding and featuring on the popular U.S. TV show, Shark Tank.

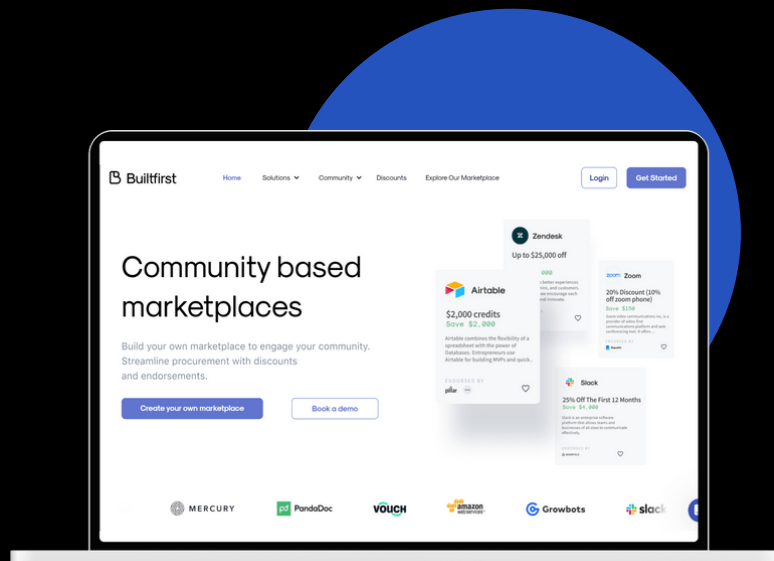The delivery of this project was created with our sister company, GoGrow.
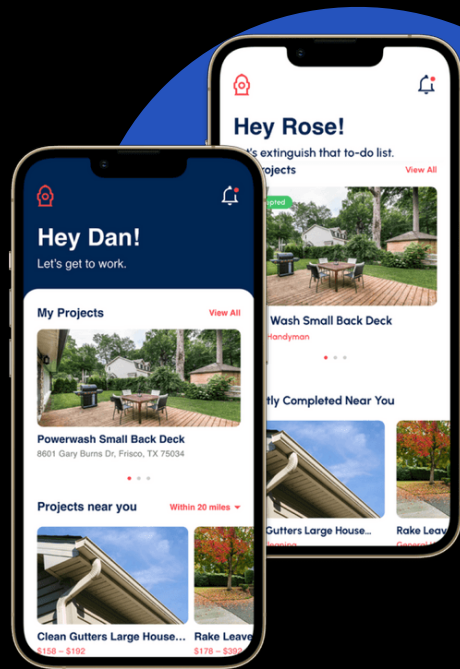
CASE STUDY:

B Builtfirst

Builtfirst, a platform devised to help startups secure top-tier SaaS at cost-effective rates, was designed to reduce startup costs and extend their financial runway. This MVP idea swiftly became a leading channel for startup partnerships, attracting hundreds of VC firms, founder communities, and over 200 SaaS providers offering discounted services, ultimately connecting them to thousands of eager founders via the platform.

Our team played a pivotal role in this process, creating a web app from scratch using React and Ruby on Rails, and scaling the development team to eight members. In early 2022, we transitioned from an in-house project to a staff augmentation service for Builtfirst. As the team continues to grow following the closing of a Seed funding round, our team supported Builtfirst throughout this expansion. The cornerstone of this successful partnership lies in mutual trust and the consistent reliability of the team.

The delivery of this project was created with our sister company, GoGrow.
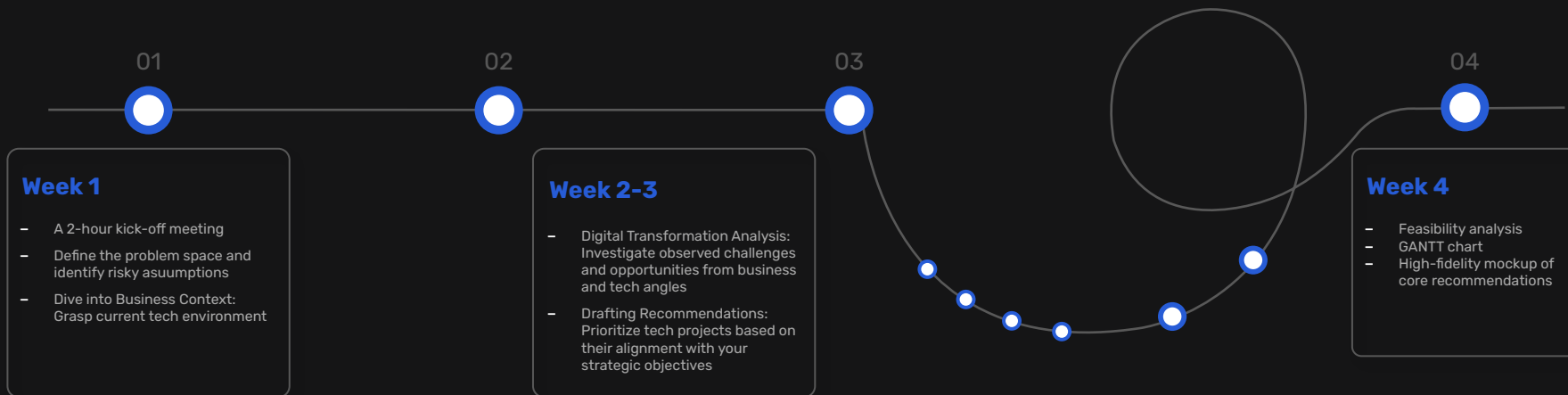
Who we work with

Strategy

DQ Shell Periphery

Holiday Inn Robin's Chungchun RICE HOTDOG

AR CANNABIS STORE

Growth

Reebok HBO max Amplitude

UAG asobu Shippabo

BondVet GRIT BXNG SUBSPACE

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Roadmap

01

02

03

04

Week 1

- A 2-hour kick-off meeting
- Define the problem space and identify risky asuumptions
- Dive into Business Context: Grasp current tech environment

Week 2-3

- Digital Transformation Analysis: Investigate observed challenges and opportunities from business and tech angles
- Drafting Recommendations: Prioritize tech projects based on their alignment with your strategic objectives

Week 4

- Feasibility analysis
- GANTT chart
- High-fidelity mockup of core recommendations

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Why choose our <u>roadmapping</u>?

Have seasoned industry experts validate your direction.

01

Gain invaluable insights from actual market data and consumer insights

02

Mitigate risk of failure with our strategic approach

03

Safeguard your initial investment by doing it right from the onset

04

Uncover hidden challenges and potential opportunities

05

Secure a clear roadmap for future action, be it fundraising, user testing, or direct implementation.

06

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