

damon
MOTORCYCLES
x  **hanzo**



“ In a market dominated by brand loyalty, Damon, a revolutionary new motorcycle launches with record-breaking sales and traction. ”



 **hanzo**

presents

damon
MOTORCYCLES

Total Value of bikes
SOLD IN 30 DAYS:

\$ 8,400,000

Return on Ad Spend:

541:1

DamonMotorcycles LAUNCH CAMPAIGN

HANZO PLATFORM DATA

Report time frame: MONTH01

(comparing to: DEC, 2019)

Total Viewer Reach
1,004,029
(+1,775.69%)

Total Ad Spend
via Hanzo.ai Platform
\$15,532

Total Bikes Presold
321

Total Value of Bikes Sold
\$8,400,000 USD

performance trending thru launch

Social Media Sessions over the 1st quarter



Facebook

+539%

+239%



Twitter

+35%

+45%



Instagram

+125%

+135%



YouTube

+3752%

+1202.65%





Pre-Launch Campaign: **200+ @ CES**

The lead up to the event (which included live streaming on multiple platforms) had a direct reach valued at nearly 10x standard CPM.

An extremely high CTR can be attributed to the awesomeness of the product 1st and foremost... and further enhanced by the unique value props teased in the ads and the quickly targeted markets via the AI engine.

The CES launch was promoted via Event Promotions as well as unique awareness campaigns to introduce the brand, this early phase allowed for engagement measurement for building a large audience in which to sell to in next stage.

All AI crafted adsets served were performing “Above Average” on FB metric gauge within 36hrs of start of first campaign, and currently continue rating “Above Average” on every AI crafted ad.



WATCH THE REVEAL
OF THE HIGHEST
PERFORMANCE
ELECTRIC MOTORCYCLE
EVER.

LIVE @ CES
JAN. 7th 10am PST

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CES 2020 WINNER
BEST OF INNOVATION
RESERVE YOURS NOW



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Pre-Launch Campaign:
200+ @ CES

60,384
unique people reached

on a

\$329
total ad spend

AI for every advertising and marketing need. Content for every channel.

Hanzo AI is capable enough to power a wide array of creative marketing needs.

We used our unique, proprietary data platform to power all advertising and marketing, personalized, targeted messaging, email, SMS, and all interactions with all major social platforms.

Our AI continually delivered eyeball capturing taglines:

Who makes the best electric motorcycle?

Yes. This is the safest motorcycle.

Finally, a bike fit for a power ranger.

The safest motorcycle therapist around.

0 to Zen in < 3 seconds

The motorcycle industry is NOT ready for this.

Over 200 HP of electric bliss.

Top performing variant 01



200+
THE REVEAL
LIVE @ CES
JAN. 7th 10am PST

DAMONMOTORCYCLES.COM
Transforming Motorcycles.
You know you want one.

[LEARN MORE](#)

The Perfect Launch.

Hanzo AI powered the 200+ reveal and (luckily) found that our adsets for that campaign variant were also the top performing.

Hanzo enabled Damon to understand it's nascent audience and rapidly acquire new customers. In one example our ads were 3.5x more effective than real photos in the initial tests.

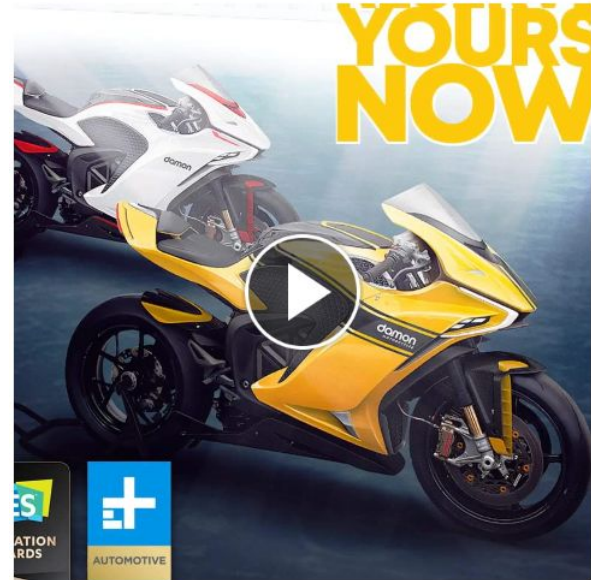
During a key launch event, CES, our timely ads became 4x more effective as the public celebrated Damon's bike reveal.

Video ads were uniquely effective compared to other with an average 65% watch rate over 15 second durations.

Top performing variant 02



Damon Motorcycles
Sponsored · 🌐



DAMONMOTORCYCLES.COM
Transforming Motorcycles.
You know you want one.

LEARN MORE



19

4 Comments 10 Shares

Ask The Right Questions.

Hanzo's Platform powered a large upswing in engagement, traffic spikes, and click throughs with question-based headlines. These ads would go on to become the 2nd highest performing ad set, and would go on to become the top converter for sales.

AI powered tremendous growth of the Damon YouTube viewership (having 500 subscribers when we began). Since the launch Hanzo AI drove an increase of **3,752%** in subscriptions.

Top performing variant 03



Damon Motorcycles
Sponsored · 🌐



DAMONMOTORCYCLES.COM

The single greatest thing at
CES on two wheels!

LEARN MORE

Dynamic, Event-driven Ads.

Nearly the entire Damon team contributed to a live 15 min broadcast on the floor of CES leading up to the fanfare of the **200+ CES** reveal of the Hypersport Specifications.

Hanzo AI pushed the event ads to **2,663** people hyper localized to within 15 miles of the convention floor. The event ads ran for only a total of 8 hours, and results were crowded standing room only flanking all sides of the booth.



THE AWARD-WINNING HYPERSPORT

BEST OF CES ON:



CNET.com

Forbes



TechCrunch

Robb Report



CBS

DIGITAL
TRENDS



TechRepublic.

ZDNet

engadget

electrek

AutoWeek

Mashable

RideApart

visor
DOWN

"It's being called the
world's safest, smartest,
& most powerful electric
motorcycle."



Post-Launch Insights: **200+ @ CES**

5 separate audience builds were made from our proprietary customer data. Each audience build was constantly updated every **12 hrs** on rotation so ads would not lag from FB's slow moving approval process. Each generated ad proved more successful as we formed 1-5% lookalikes to further target.

Also a specific "Founders' Lookalike" audience was built from Damon Motors' own investors lead to a fully sold-out "Founder's Edition" Premier Motorcycles during the hours of CES. (fun fact: we sold last bike at THE final minute of show!)

This first "Founders'" ad is attributed the lowest CPA of the entire campaign: **\$15.67** to sell a **\$40,000** motorcycle.

Four Days of CES

Daily audience builds were made from collected sales data these constantly updated to form 1-3% lookalikes to further target.

Hanzo AI powered ad sets channeled a combined **36,554%** increase in web traffic. We converted these users into an average of **20** bikes sold per day.

RESERVE YOURS NOW



AUTOMOTIVE

TOP TECH
CES 2020



2020
BEST OF INNOVATION

Four Days of CES

Daily audience data from collected sales data is used to constantly update lookalike audiences to further target an exhaustive customer base.

Hanzo AI process the new targets every 12hrs across new and repurposed adsets so that there is never any downtime in ad serving while queueing for Facebook approval.



“The Hypersport will make a sh*tload of torque.”

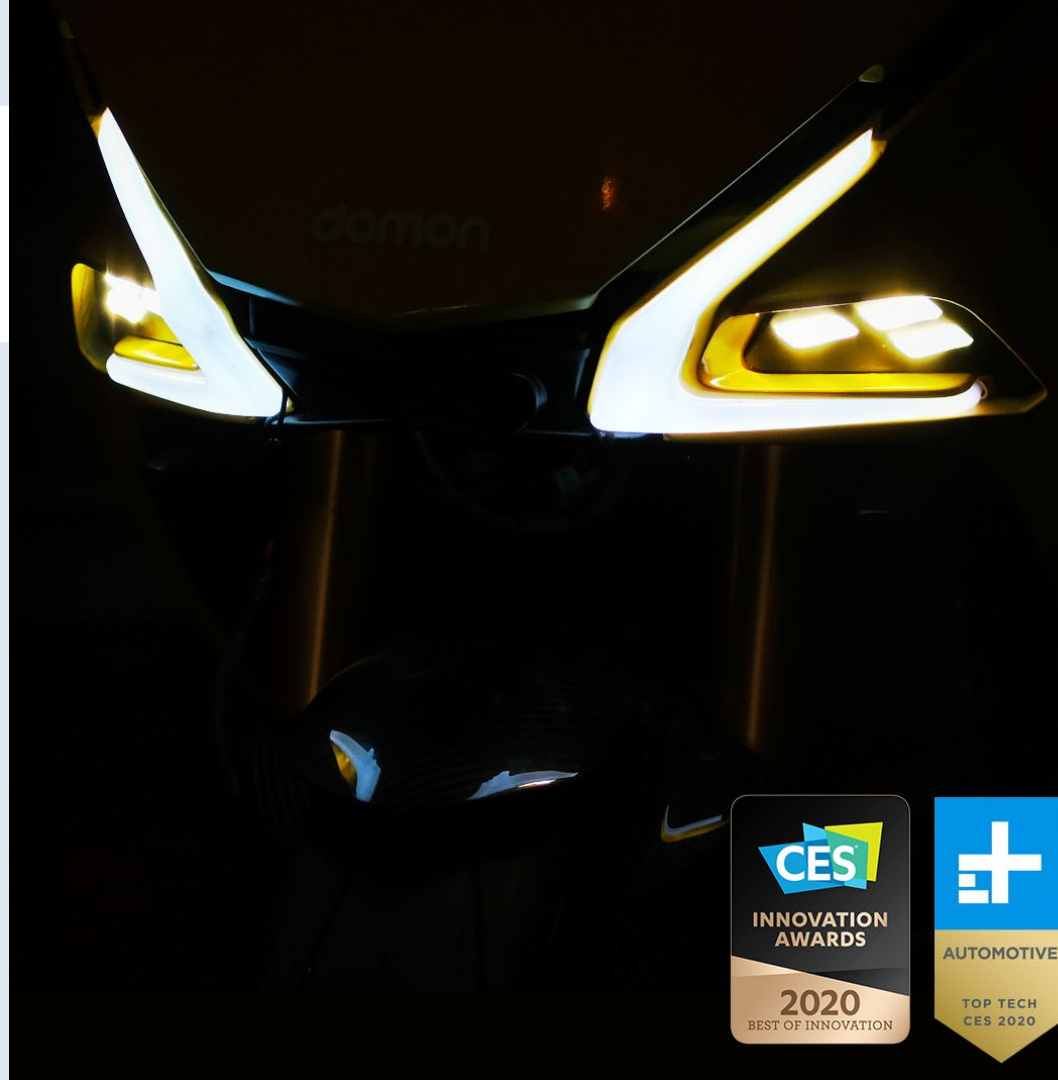
- *Forbes*



Weekend after CES

Ads were quickly retargeted the night of CES ending and new ad visuals were rolled out in series over the following week to keep rotations fresh.

At this point sales had reached a true cashendo and all ad sets were funded to near max spend. A total of **\$1,335** was spent to sell **30+** bikes at our best conversion metrics of the campaign.



Week 02

Daily audience builds were made from collected sales data these constantly updated to form 1-3-5% lookalikes to further target an ever exhaustive clientele base.

One highly unique shift in adset performance was from the artistic renderings of the bikes that had proved most effective pre & during CES promptly shifted to real photos of the bikes outperforming **7:1**.

We attribute that to the release proving the bikes are real, and specs were available, concept imagery was no longer as effective.

RESERVE YOURS NOW



“One of the most impressive electric motorcycles the world has ever seen.”

- Web Bike World



Week 03

Daily audience builds from collected sales data were expanded to form 5-7% lookalikes plus proven crossover interests were also plugged into lookalike clientele imagery.

We found some very interesting crossover data correlations:

1. Damon Buyers are constantly qualified as “**Value Shoppers**” meaning they gravitate to value propositions in products. The 3 Value Prop graphics prominently displayed on all the website pages (including checkout funnel) helped aid in that final conversion, and are proven critical to website flow



Week 04

Our data collection continued to become deeper refined as more visitors to the site provided some keen insights about the narrative of our consumers.

Our AI identified the following key audiences:

1. **Business Professionals** (158 bikes)
2. **Extreme Car Enthusiasts** (152 bikes)
3. **Homeowners** (142 bikes)
4. **Movie Lovers/Heavy media consumers** (138 bikes)
5. **Latin Music Lovers** (Spanish language also had highest direct conversion rate of visitors at **4%** of all visitors)
6. **Used Car Shoppers** (Value Shoppers again proven 102 bikes)





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MOTORCYCLES

Post-Launch Month Insights: **8.4 million in 30 days**

2 Top Level variants audiences were generated “post CES” (with **8** total audience builds were active from these 2 variants), and both daily updated.

Sales were **4:1** more successful from Hanzo Platform generated targeting compared to all other advertising efforts. Ad spend was changed to reflect this and our platform was able to acquire outlier buyers and became more and more successful thanks to Hanzo AI.

We additional used retargeting to capture otherwise missed conversions, so ad spend on this Audience was **1:6** in relation. While manual ad units proved valuable as it fed new users into our Lookalike audiences many abandoned chekcouts were converted.



Post Launch Insights

In the 2019, the top seven brands have lost volumes, not only the leader. So **Honda** was down 1.5%, **Yamaha** 3.5%, **Polaris** 5.9%, **Kawasaki** 6.6%, **Suzuki** 4.9%, **Can-Am** 1.2%.

US market is one of the most relevant for any premium brands. In recent years the winner has been **KTM**, by far the leader in the imported premium brands, which was able to grow in the 2019 as well. After the record scored in the 2018, both **Triumph** and **BMW** declined moderately in the 2019, while **Ducati** has lost for the 4th year in a row.

Based on Super Sport sales data for 2019, Damon successfully managed to capture 11% of the total market of new unit sales.

Damon has managed to capture **2%** of the highway ready US motorcycle market in it's first month of sales and continues to grow. U.S. The motorcycle market size was estimated at USD 7.85 billion in 2016 and is anticipated to grow at a CAGR of 3.7% over the next 10 years. High disposable income is expected to accelerate the demand for motorcycles in the USA over the forecast period.

