

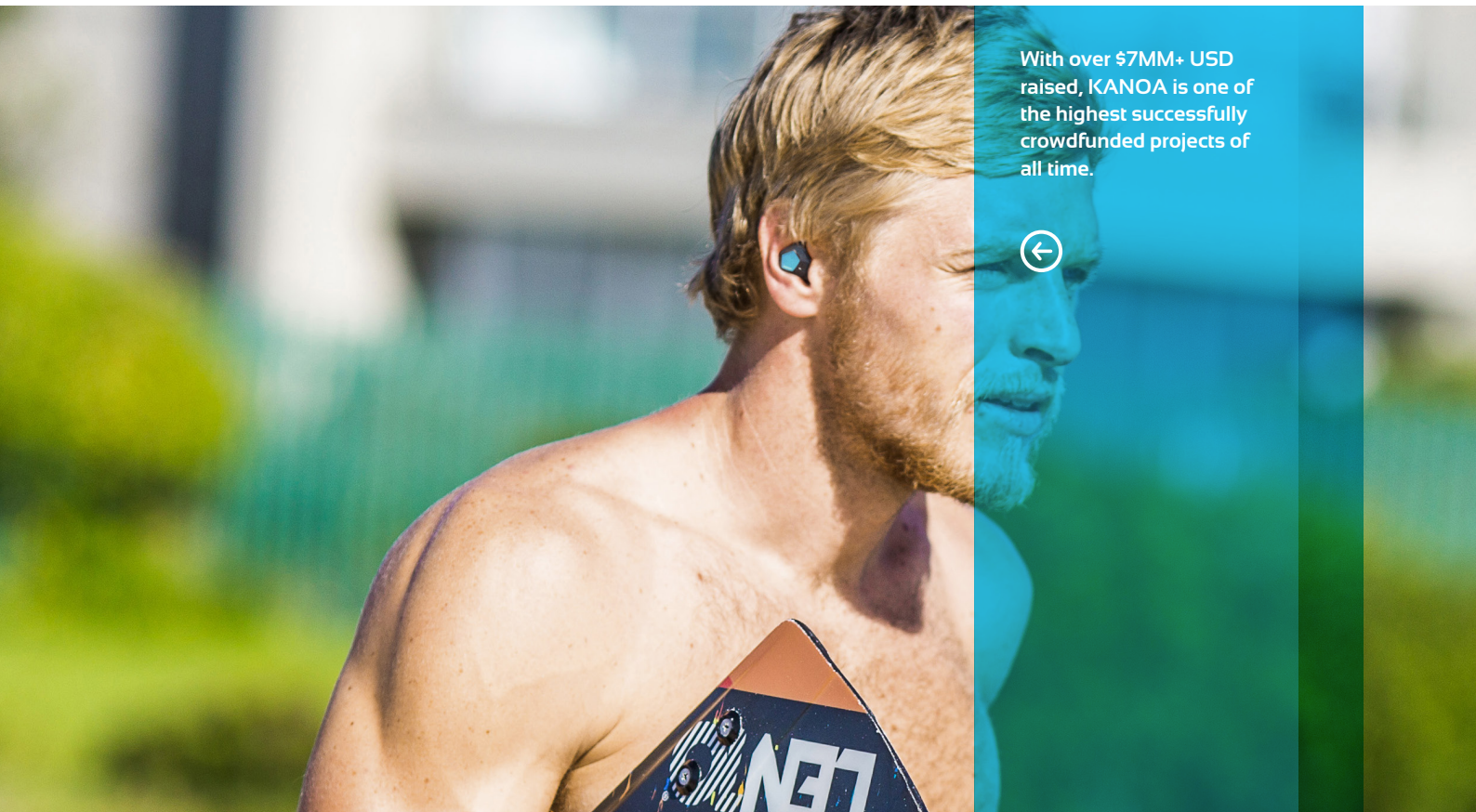
The background of the central section is a dark, textured surface. In the upper part, a smartphone is lying flat, displaying a colorful abstract image. Below it, a pair of KANO A glasses is shown. The glasses have a dark frame and blue-tinted lenses. The KANO A logo is visible on the side of the temple. A semi-transparent dark blue rectangle is overlaid on the image, containing the text.

# KANO A CASE STUDY

IT ALL STARTED AS A SIMPLE IDEA

THE MOST SEAMLESS, TRULY WIRELESS MUSIC AND ATHLETIC EXPERIENCE

[www.getkanoa.com](http://www.getkanoa.com)



With over \$7MM+ USD raised, KANO is one of the highest successfully crowdfunded projects of all time.



# KANO started as a simple idea.

KANO came to us with a vision: they designed a truly wireless earphone that seamlessly marries music and athleticism.

We connected KANO with toptier partners and we designed and executed a longterm, sustainable crowdfunding campaign. KANO's online presence powered by Hanzo's analytics, ecommerce, advertising, and marketing technology helped

drive millions in preorders and helped mobilize a rabid community of enthusiasts.

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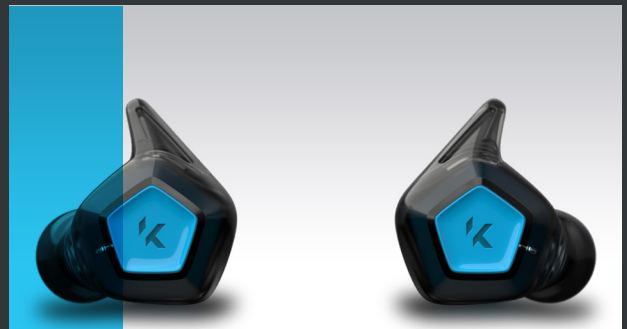
And that number is still growing. At its current rate, KANO is bringing in well over \$1MM+ USD per month in preorders through use of the Hanzo platform and is on track to reach \$10MM+ USD raised by the end of this year.

*Hanzo has acquired over 150,000+ KANO users, with 45,000+ of those now customers.*



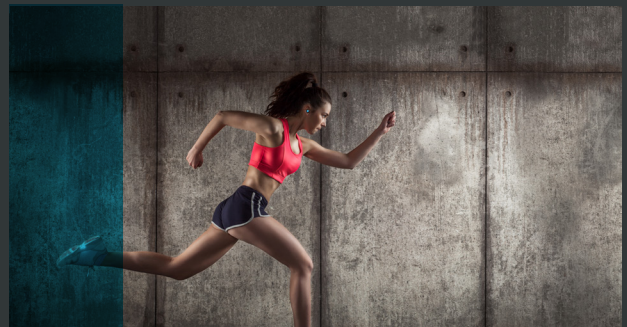
In the two months leading up to the KANO preorder launch, Hanzo acquired 60,000+ users from an audience of 4MM+ early tech adopters at an average CPA of \$1.50 USD. During preorders, Hanzo's combination of custom programmatic advertising and human experience resulted in extremely low CPAs averaging \$30 USD with a product price point of \$149 USD.

# TIMELINE



## July 1, 2015 to August 30, 2015

- Prelaunch with Verus and Hanzo begins
- \$39k USD in ad spend across Facebook and Google
- 4MM+ early tech adopters reached
- 60k+ users acquired
- \$1.50 USD average CPA



## August 30, 2015 to Present

- Preorders begin
- Daily advertising spend increased 66x since launch
- 25MM+ users reached
- 45k customers acquired
- \$30 USD average CPA
- Over \$7MM+ USD raised

# HANZO SERVICES USED

## WEBSITE DESIGN



## PAID ADVERTISING



## EMAIL CAMPAIGNS



## CAMPAIGN MANAGEMENT



## PRODUCT PHOTOGRAPHY



## Hanzo Partners Involved

■ PUBLIC RELATIONS: LMGPR - [WWW.LMGPR.COM](http://WWW.LMGPR.COM)

■ PRODUCT DESIGN: SURFACEINK - [WWW.SURFACEINK.COM](http://WWW.SURFACEINK.COM)



**See if you qualify for Hanzo's  
exclusive customer roster.**

**Apply today.**

**<https://hanzo.io>**