

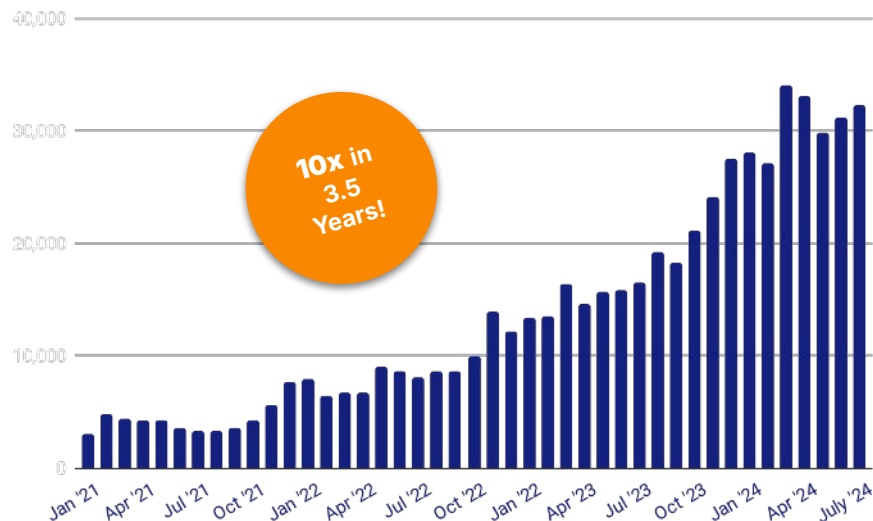
# RELAI GO TO MARKET

September 2024

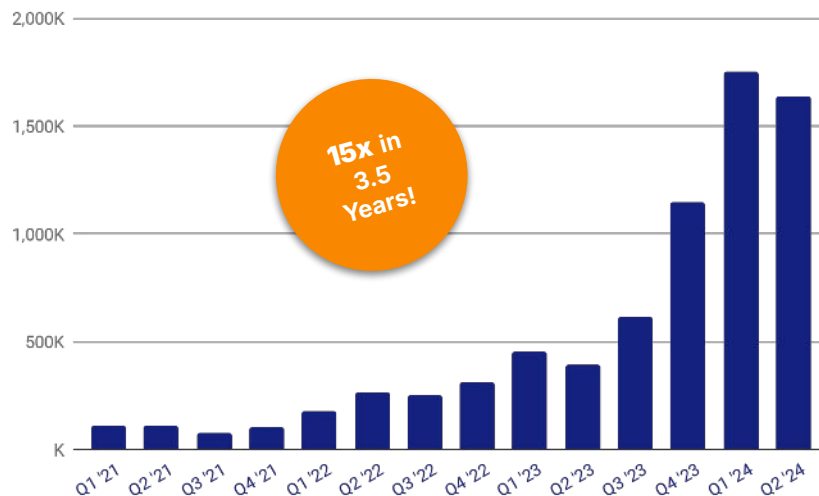
**Relai**

# Since 2021: 10x Increase in MAUs and 15x Surge in Quarterly Revenue

MONTHLY ACTIVE USERS

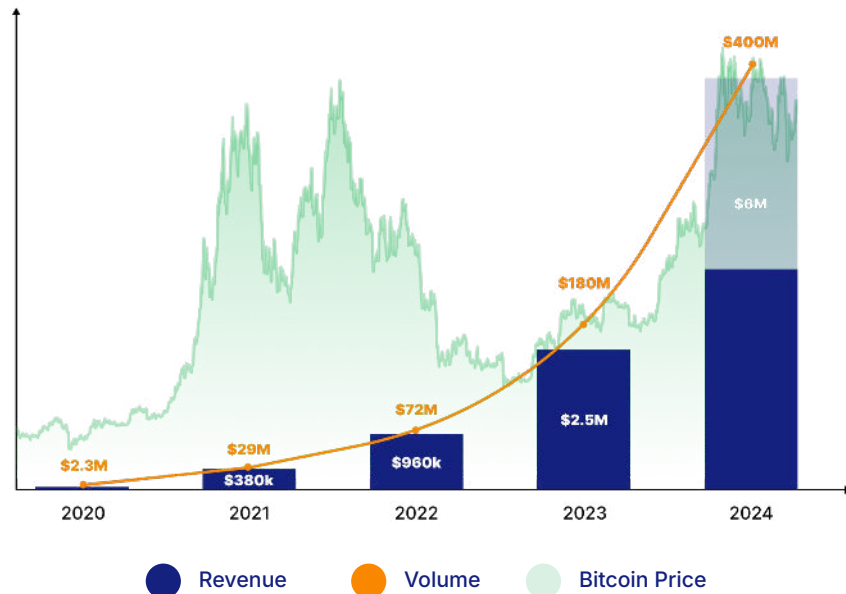


REVENUE PER QUARTER (IN USD)



## THE JOURNEY SO FAR

# 3x YoY Growth Regardless of the Bitcoin Price



## \$250m

Volume '24 YTD

+35% YoY already by Aug

## \$400m

Proj. Volume '24

+120% YoY

## \$3.5m

Revenue '24 YTD

+40% YoY already by Aug

## \$6m

Proj. Revenue '24

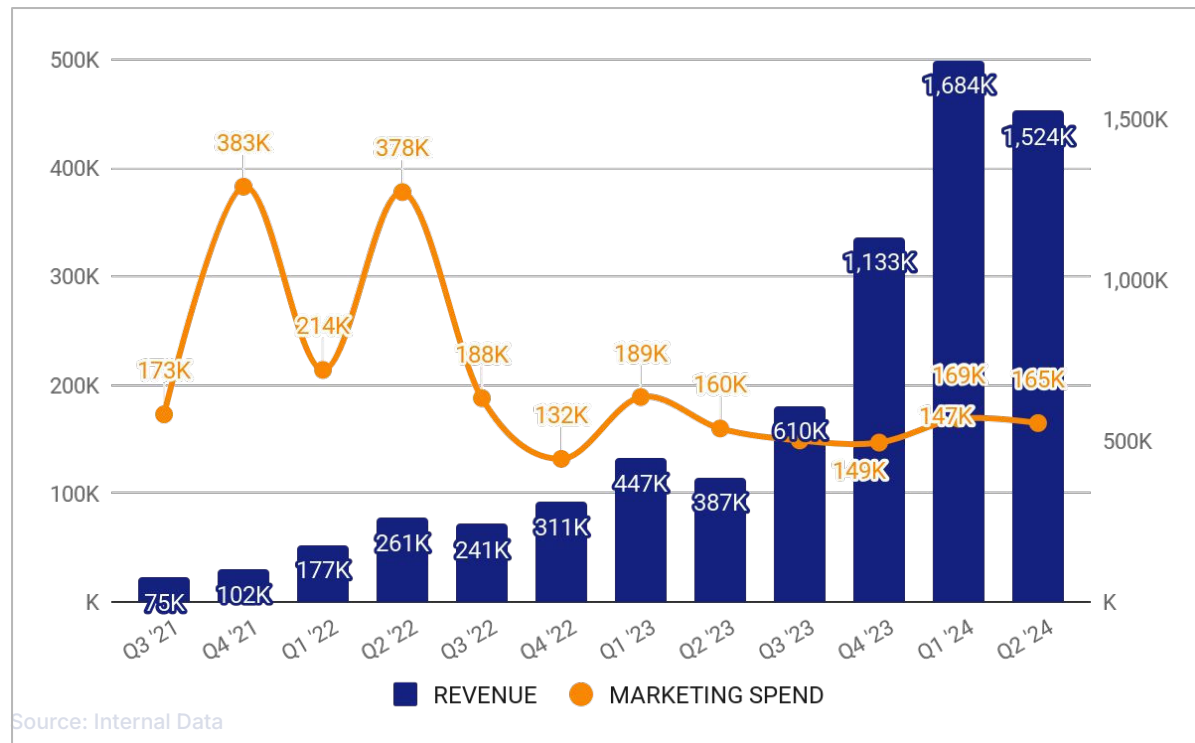
+140% YoY



**Sifted**

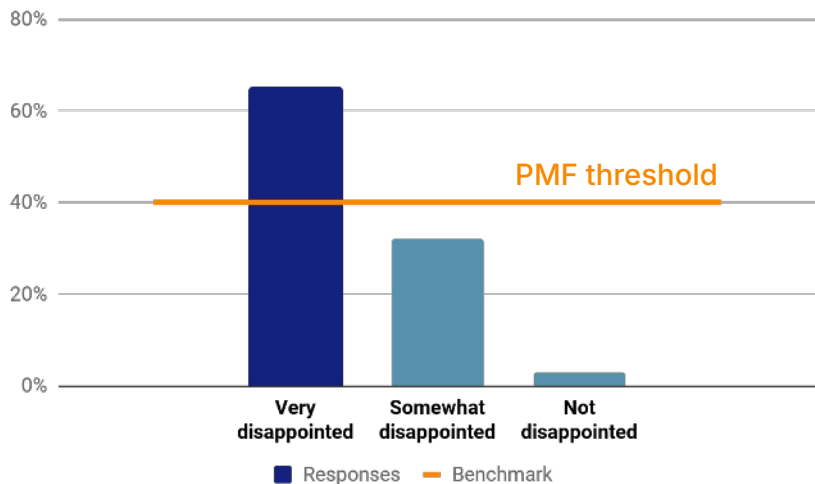
Top 10 Fastest Growing Startups in Europe

# Lowering Marketing Spend While Driving Consistent Revenue Growth

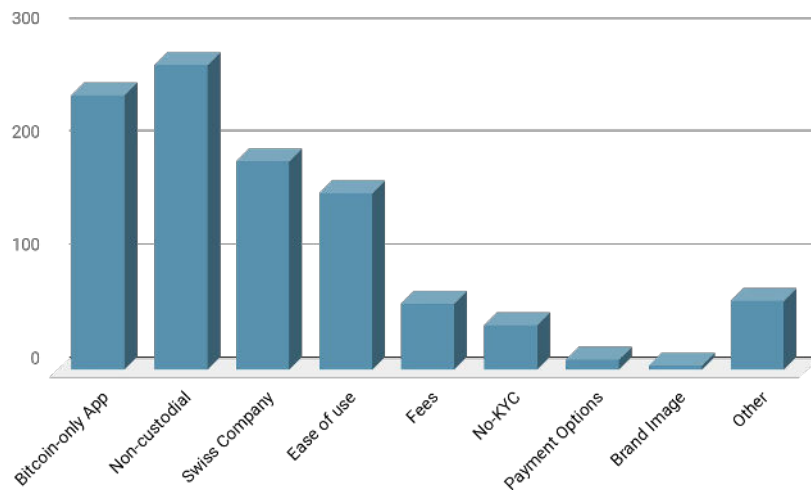


# We have nailed our value proposition and achieved product market fit

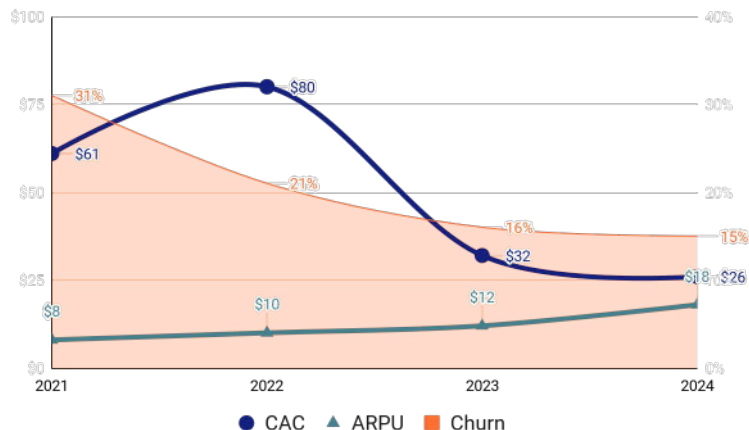
Q: How would you feel if you could no longer use Relai?



Q: What is the #1 reason that convinced you to use Relai?



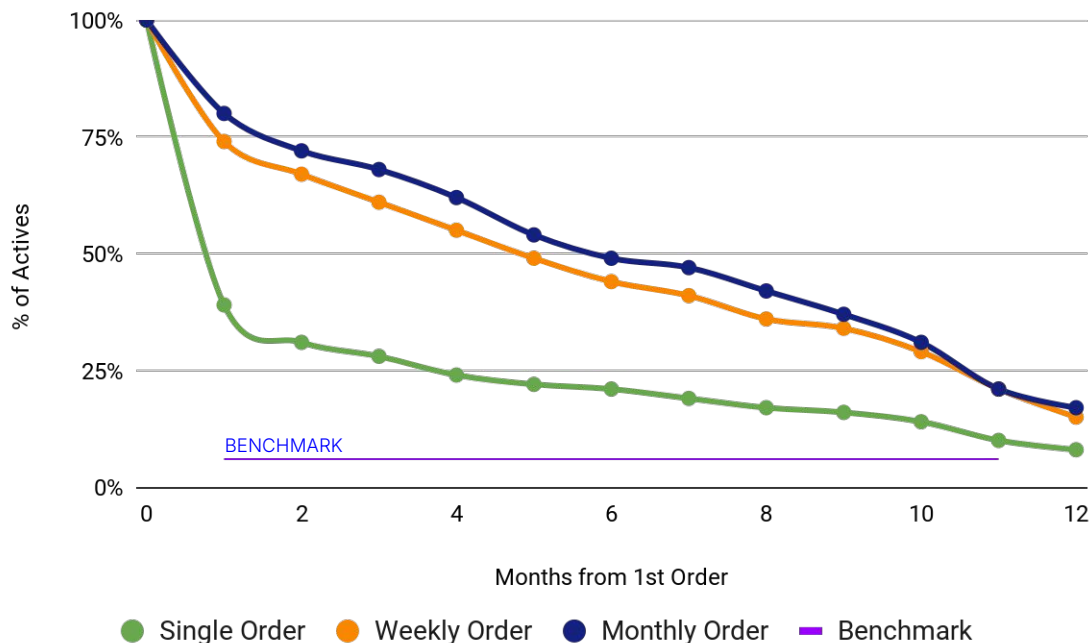
# 50% Lower Acquisition Costs and 2x Revenue per User



	2021	2022	2023	2024
CAC	\$61	\$80	\$32	\$26
ARPU	\$8	\$10	\$12	\$18
Churn	31%	21%	16%	15%
CLV	\$26	\$47	\$77	\$120
CLV/CAC	0,4	0,5	2,1	4,3

- **Higher CAC in 2021 & 2022** due to experimenting with various channels. As we shifted to focus on organic growth through content marketing and SEO and targeted paid marketing campaigns, our CAC steadily decreased.
- **Looking ahead:** As we enter new markets post MiCA, we plan to balance organic channels (SEO, ASO and content marketing) with investments in influencer marketing and re-access to effective paid channels like Google Ads to scale while keeping CAC low.

# Our 30-day retention is well above industry benchmarks



**Benchmark:** Data [from Appsflyer](#) found finance apps had a 30-day retention of 6% at best. Our retention for each cohort is well-above this.

**Retention** is the inverse of churn: as retention improves, churn decreases.

**60%** of our active users are on a weekly or monthly savings plan, keeping retention numbers high

## SCALING TO EUROPE

# Germany will be our beachhead market in 2025

### Why Germany?

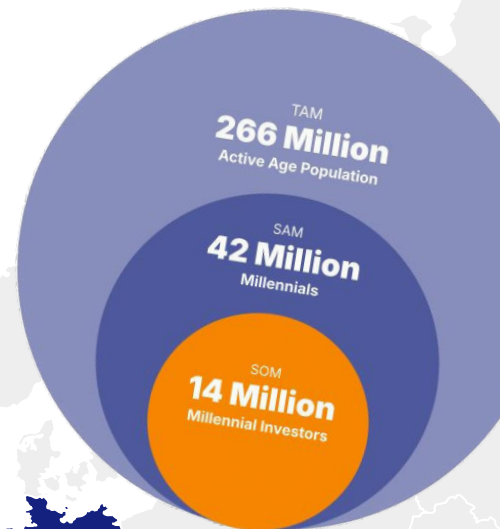
- **Existing User Base:** We have strong product-market fit with 50% of our users being German, and we are familiar with local market dynamics.
- **Size and Potential:** The largest addressable market with substantial growth potential.

### Who's our target audience?

- 45% of our KYCd users are Millennials
- 60% of them invest in assets other than Bitcoin (Stocks, ETFs)
- Influenced by educational content, reviews, and recommendations from peers or trusted influencers

### Strategic Approach for 2025 & 2026

1. Focus our marketing efforts on growing Germany in 2025 & 2026
2. Optimize in Switzerland: Fine tune current marketing
3. Gradually increase marketing investment in Italy, Spain, and France in 2026

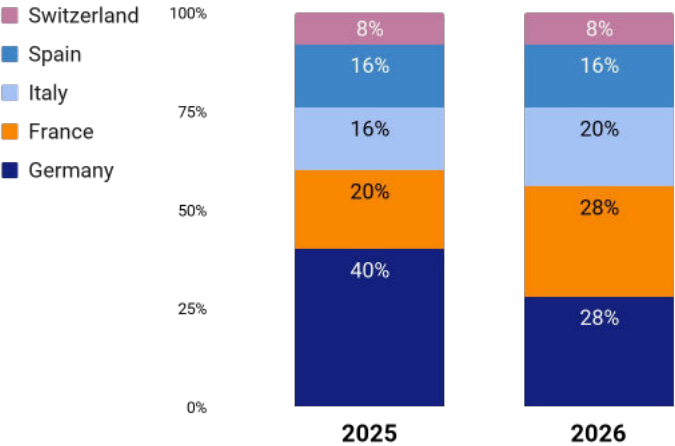




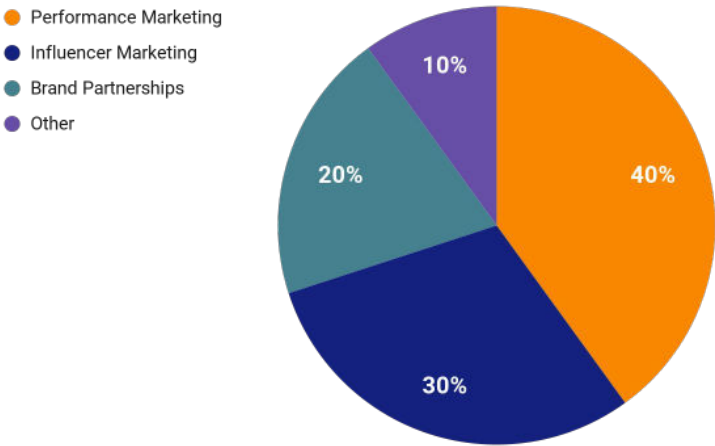
SCALING TO EUROPE

# Prioritizing Germany in Year 1, Expanding Across Southern Europe in Year 2

FUNDS PER COUNTRY



FUNDS PER CHANNEL



## SCALING TO EUROPE

# Leveraging Our Organic Growth Success to Enter New Markets Efficiently

**75% of New App Downloads Come From Organic Marketing.**

**Our organic marketing has driven substantial growth, with:**

- Top 3 Google ranking for 75 high-intent keywords in DACH (+240% YoY!)
- 120% increase in organic traffic YoY.
- 60% growth in newsletter subscribers over the past year.
- Over 1.5 million organic (free) social media impressions every month

**We will replicate our organic marketing strategies in new markets (France, Italy, Spain) by:**

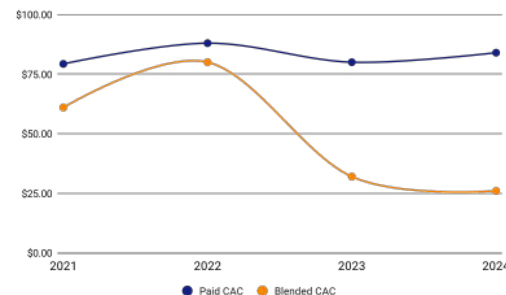
- Localizing content to align with cultural and regional preferences.
- Optimizing SEO for local search trends and popular keywords.

**Impact on Acquisition Cost:**

- Scaling proven organic tactics will drive sustained growth and lower CAC
- 70% CAC decrease in 2024



OUR CONTENT WORK KEEPS CAC DOWN



## SCALING TO EUROPE

# We know how to grow efficiently with influencer & performance marketing

### MORE BANG FOR THE BUCK

**With more budget in a bigger market we will 3x our revenue**

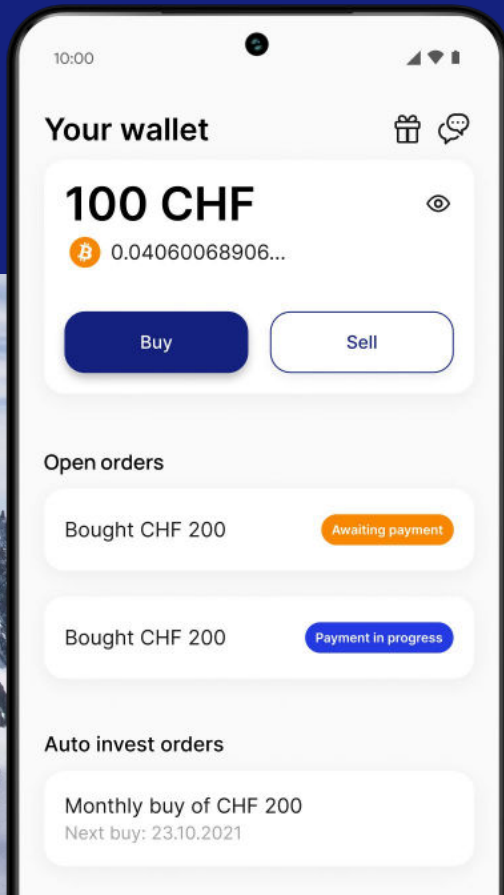
Growth Spend	\$1,000,000
CPI	\$3
App Downloads Paid	333,333
App Downloads Organic	533,333 (Paid feeds organic)
Conversion	15%
Users	130,000
ARPU	\$24

**\$3,1M**  
Generated Revenue

**3x**  
ROAS

- **GOOGLE ADS**
  - Available for Germany & France
  - \$10,000-\$50,000 per month
  - **3.5x ROAS** (Internal Swiss Market Benchmark from '22)
- **META ADS**
  - Germany, France, Spain
  - \$10,000-\$40,000 per month
  - **1.5x to 3x ROAS** (Industry Benchmark, not tested yet by us)
- **APPLE SEARCH**
  - Germany, France, Switzerland, Spain, Italy
  - \$20,000-\$50,000 per month
  - **1.4x ROAS** (Internal Swiss Market Benchmark from '22)
- **INFLUENCER MARKETING**
  - Already have extensive knowledge of high performing partners through our affiliate program
  - \$3,000-\$10,000 monthly cost per creator
  - **1.3x ROAS** (Internal Benchmark from '24)
    - Increase in brand awareness not fully captured in the ROAS.
    - 30% of our users first heard about Relai through one of our partnered influencers.

Made in Switzerland 



TAKE  
CONTRO  
L  
OF **YOUR**  
FUTURE



Relai\_app



Relai-app



[info@relai.app](mailto:info@relai.app)

Relai