



Soda Hunt

Disrupt Advertising One Hunt at a Time.

Say goodbye to your Google Ads and other means of useless traffic.

Now, say hello to Soda Hunt - where real, organic traffic is at your fingertips through gamification.

WHAT IS SODA HUNT?

Soda Hunt is a digital treasure hunt.

PLAYERS register as **HUNTERS**.

BUSINESSES register as **TERRITORIES**.

Hunters search **territories** for a clue to the next **territory**.

The first **Hunter** to finish the game wins the grand prize!



Expose your business to thousands of shoppers – real and verified people – who hunt every page of your website for prizes and, in doing so, become more familiar with your offerings than your regular shoppers. Alpha testing shows that each hunter may spend 3-hours or more hunting a single website searching paragraphs, products, photos, forms and whatever is there within your territory.

WHAT IS GAMIFICATION?

Boosting engagement with a product or service by applying game elements (scoring points, competing with other players, and game rules) is known as gamification.

Who uses gamification?

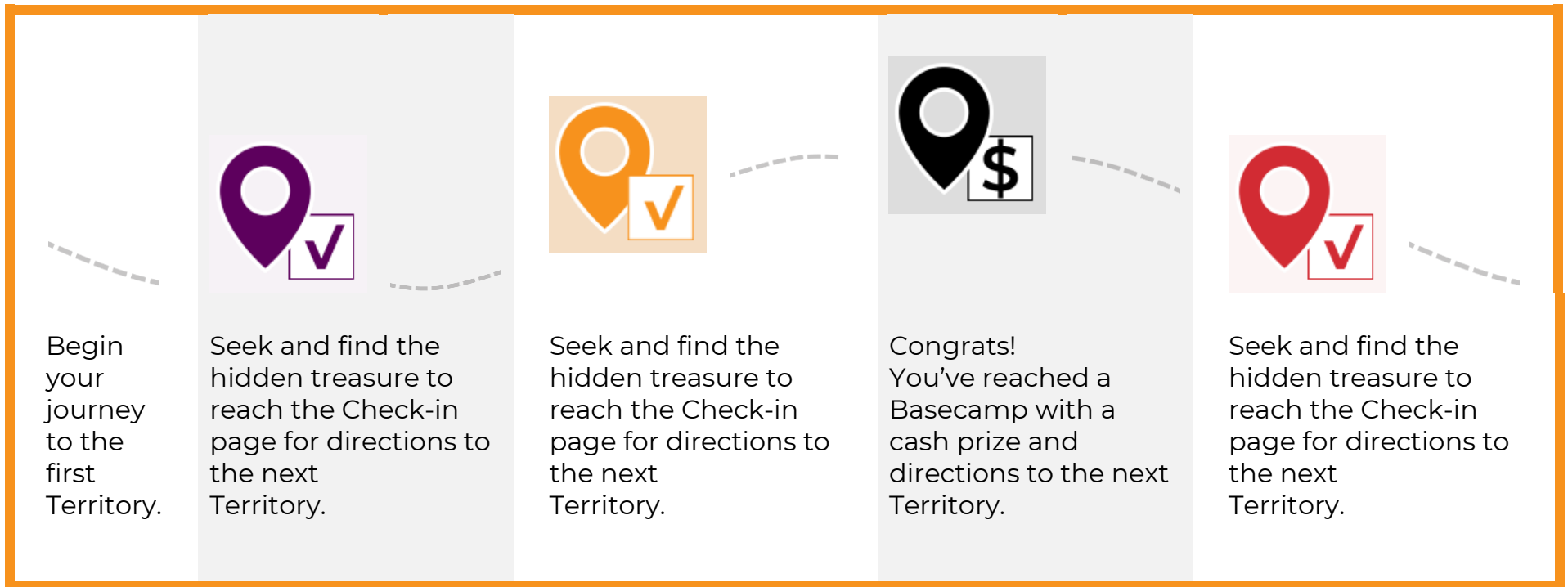
- 50% of startups in the United States
- 70% of Global 2000* companies

**Companies with a market value of \$7.6 billion or more.*

GAME PLAY

Soda Hunt is chock-full of goodies:

- Skill levels from simple to super-difficult;
- Various terrain treks including mountains, tropics, desert, ocean, and arctic; and
- Basecamps with cash prizes scattered throughout the game.



Hunters access Check-in pages by clicking on the hidden egg in any Territory. Each page contains:

- An exclusive offer for the Hunter from that Territory;
- A Check-in form that must be completed to go to the next Territory; and
- A Soda Hunt survey question for the hunter to answer.

WHY SODA HUNT?



**AD EXECS DISMAYED...BY TACTICS
GOOGLE ALLEGEDLY USED TO
CONTROL DIGITAL AD DOLLARS**



**GOOGLE SAYS IT BANS GUN ADS. IT
ACTUALLY MAKES MONEY FROM
THEM.**



**GOOGLE ADWORDS INVALID ACTIVITY
REFUNDS \$7M CLASS ACTION
SETTLEMENT**



**TWO MORE DSPS REMOVE GOOGLE
OPEN BIDDING**



**GOOGLE ADS IS NOT FOR SMALL
BUSINESS ANYMORE. HERE'S WHY.**



**GOOGLE ADS IMPLEMENTS 3-STRIKE
POLICY RULE**



**SCAMMERS ARE USING GOOGLE ADS
TO TARGET STUDENTS SEEKING LOAN
RELIEF**











**NEW INTERNAL DOCUMENTS SHOW
TECH GIANTS PUSHING OUT
COMPETITORS**



**IS GOOGLE LOSING STEAM IN THE AD
MARKETPLACE?**

HOW IS SODA HUNT DIFFERENT?

 Google charges per click but without transparency.	 Soda Hunt assesses a flat fee for participation.
→ Did a bot click your ad?	→ Fair business practice with no hidden cost.
 Google makes advertisers compete for ad placement.	 Soda Hunt sends the same traffic volume to everyone.
→ With whom are you competing?	→ No B2B competition.
 Google won't tell you who visited your website.	 Soda Hunt offers verified and onboarded consumers.
→ What's the point if you can't connect?	→ Repeat business is what it's all about.
 Google bounce rates can be incredibly high.	 Soda Hunt incentivizes visitors to comb all web pages.
→ Visitors who don't stay, don't buy.	→ Visitors convert to repeat customers.



DISRUPT ADVERTISING

ONE HUNT AT A TIME

TERRITORY = ADVERTISER

To join, businesses must meet the following criteria:

- Pre-register for the hunt;
- Have a website with a minimum of 5-pages; and
- Offer an exclusive promotion to hunters.

ADVERTISER BENEFITS

Soda Hunt replaces the cost per click (cpc) with a simple listing fee per hunt. Benefits to your business include:

- Verified traffic with deep site dives;
- Thousands of repeat website visitors;
- Baked in Search Engine Optimization (SEO);
- Opportunities to adjust promotions and offerings, as needed;
- Website visitor email capture for future email marketing;
- Website visitor survey feedback; and
- Social media exposure.

METRICS & REPORTING

Soda Hunt gives it to you straight with our collection of reports, including:

- Repeat Users & New Users
- Daily/Weekly Active Users (DAU/WAU)
- Visitor Journey
- Engagement Time
- Traffic Acquisition
- User Location
- User Activity
- Website Page Views
- Clicks

FREQUENTLY ASKED QUESTIONS

→WHERE IS SODA HUNT?

Soda Hunt is based in Kansas City, MO. Advertiser participation is open to businesses in the United States. Soda Hunt is assembling a **Kansas City Hunt** exclusively for brick & mortar businesses where players will visit your territory (physical shop, store, or office) to retrieve a clue to the next territory in the hunt.

→HOW BIG ARE THE HUNTS?

Hunts vary in size from 30 to 1500+ territories and 3,000 to 20,000+ hunters. The length of the game is calculated through a proprietary algorithm based on the number of participating territories and hunters. The territory registration fee is based on the number of participating hunters.

→HUNTER LEADERBOARD

Hunters can track their progress through the Soda Hunt Leaderboard, updated at the top of each new week. In the final stretch of the game, the updates will come daily and then several times each day until a winner is announced.

→TERRITORY DASHBOARD

Advertisers will have access to their own Soda Hunt Territory Dashboard, which will detail your registration, game details, deals and offers claimed by your Hunters, sponsorship ad placements, and more.

→WHEN DOES SODA HUNT LAUNCH?

The inaugural hunt begins as soon as all hunters and territories are onboarded. We are hoping to meet this goal and launch the first hunt by Labor Day, September 5, 2022, at 12:01am.

LET'S DO THIS!

→JOIN THE TREASURE HUNT

Players join the hunt as HUNTERS to compete to win cash prizes, including a grand prize of up to \$25,000! Businesses join the hunt as TERRITORIES to gain website visitors to promote products and services.

[HUNTERS/PLAYERS >>](#)

[TERRITORIES/ADVERTISERS >>](#)



→BRANDED MERCH SHOPS

Branded merch shops are available for businesses that either (1.) don't have a website or (2.) require local customers only, i.e., landscapers and daycare centers. Hunters may also participate as a Territory with a branded merch shop.

[LEARN MORE >>](#)

→SPONSORSHIP OPPORTUNITIES

Advertising space is also available on each game Check-in Page for businesses to gain additional brand exposure.

[EMAIL TO LEARN MORE >>](#)

PROMOTIONS & HOLIDAY TIE-INS

Soda Hunt advertisers extend an exclusive offer to your Hunters – something special that is unavailable to anyone else. This offer is featured on your territory's Check-in Page, delivered to each Hunter as they located the treasure hidden in your Territory.

Holidays are great for promoting sales and specials, and not just the big, national holidays. There are many fun and interesting days recognized throughout the year that afford opportunities to increase sales. Let's look at September.

Food & Drink Cheese Pizza Day (9/5) Nat'l Beer Lovers Day (9/7) Oktoberfest (Starts 9/17) Cheeseburger Day (9/18) Pepperoni Pizza Day (9/20) National Pancake Day (9/26) Chocolate Milk Day (9/27) Nat'l Drink Beer Day (9/28) National Coffee Day (9/29)	Entertainment Read A Book Day (9/6) Literacy Day (9/8) Star Trek Day (9/9) Emmy Awards (9/12) Batman Day (9/17) Comic Book Day (9/25) One Hit Wonder Day (9/25) Int'l Podcast Day (9/30)
Family Grandparents Day (9/11) Nat'l Daughter's Day (9/25) Nat'l Son's Day (9/28)	Patriotic Patriot Day (9/11) MIA Recognition Day (9/16) Citizenship Day (9/17) Gold Star Mother's Day (9/25) Voter Registration Day (9/27)
Good Works Day of Charity (9/5) Suicide Prevention Day (9/10) Int'l Day of Peace (9/21)	Notables Autumn Begins (9/22) Sign Languages Day (9/23) World Tourism Day (9/27) World Rabies Day (9/28)

**REACH FOR
THE STARS.**

SODA HUNT EXPANSION

It's all about the growth. Soda Hunt's Twelve Hunt Plan to meet its lofty goals is solid and attainable. Over the course of the next 12-hunts, each hunt's participation will increase by 25% over the last. That means more advertisers, more hunters, more revenue, and more fun!

Businesses registered in this hunt are rewarded with locked-in pricing options and deep discounts on future hunts. Details about these rewards will be determined upon hunt completion.

Success with the Twelve Hunt Plan results in more than 70,000 hunters.

What could YOU do with 70,000+ unique website visitors combing through every page of your website?

What does this mean for small businesses and advertisers on the Soda Hunt platform? There is ample room for success by way of gamification. Methods of placing products and services in front of consumers is vast. If Soda Hunt even parsed 7% of consumers through the ad platform as hunters, that's 26,195 website visitors per treasure hunt. What could you do with 26,195 unique visitors on your website in a month – especially if you're not getting any traffic right now?

TRUST US, YOU'D GAIN MORE CUSTOMERS!





JOIN AS A TERRITORY
[SODAHUNT.COM/TERRITORIES](https://sodahunt.com/territories)

For businesses with a website of 5+ web pages.
No website? See our branded merch shops.



JOIN AS A HUNTER
[SODAHUNT.COM/HUNTERS](https://sodahunt.com/hunters)

Compete to win cash prizes, including a grand prize of up to \$25,000!



BRANDED MERCH SHOPS
[SODAPOPGRAPHICS.COM/BRANDED-MERCH-SHOPS](https://sodapopgraphics.com/branded-merch-shops)

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