

AMMOSQUARED

BRAND INTEGRATION GUIDE



ammosquared.com

WHO IS AMMOSQUARED?

In 2015, AmmoSquared started with one goal in mind: **SIMPLIFY AMMUNITION OWNERSHIP**

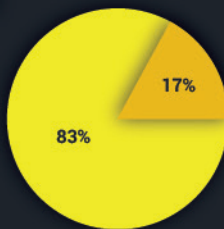
Buying ammo shouldn't be complicated or costly. AmmoSquared makes it easy to stay within your budget and always have ammo on demand that fits your shooting needs.

Who uses AMMOSQUARED...

SITE USERS GENDER:



Men



Women

SITE USERS AGE:



STATS SINCE 2015:

8.5 + Million Rounds of ammunition shipped
131+ Tons of ammunition shipped

WHAT IS AMMOSQUARED?

AmmoSquared is a unique service that goes beyond traditional retail by allowing customers to buy small amounts of ammunition over time and keep it stored until they're ready to receive it.

They can set it up with a dollar amount that fits their budget (\$55 is our monthly average) and accumulate until they want it, for example, have enough to save on shipping (we offer free shipping at \$250). Our typical customer ships every 4 to 6 months.



Build Your Inventory

Buy ammunition slowly over time. Sync it with your paycheck so you never even notice your ammo building up. Manage everything online 24/7.



Auto Buy

Make recurring purchases in increments that suit your timeframe and budget.



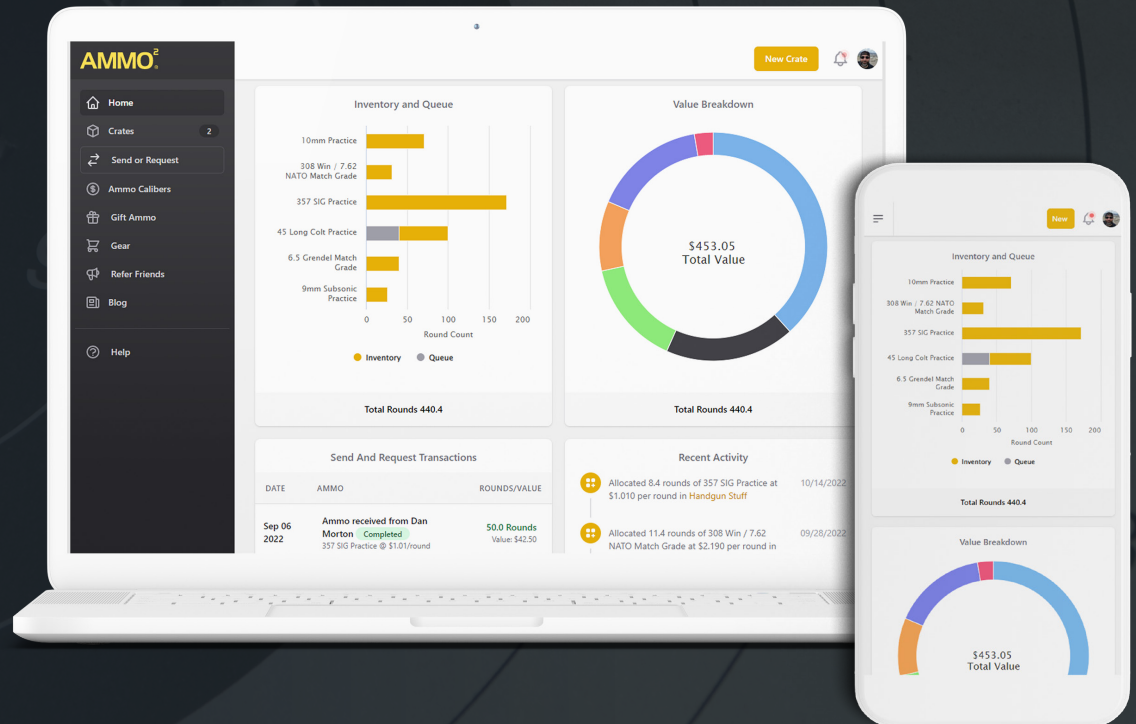
Physical Redemption

Ship your online inventory anytime with the click of a button. We also offer a variety of shipping triggers, so everything can be automated.



Easy Access

Track your inventory in our intuitive and mobile friendly dashboard anytime.



WHAT'S IN IT FOR YOU?

AmmoSquared provides partners the ability to offer their customers \$20 towards ammo when they sign up for our program.



Provide Value

Build your relationship with your customers by giving them the gift of ammo after checkout.



Increase Your Conversions

Leverage the incentive of free ammo.



Protect Your Margins

Offer free ammo instead of a discount code for newsletter signups.



Diversify Your Revenue

Use our affiliate plan to produce an alternate revenue stream for your business.

Differentiate yourself from your competition by offering your customers the unique gift of ammo when they choose to spend money with your brand!

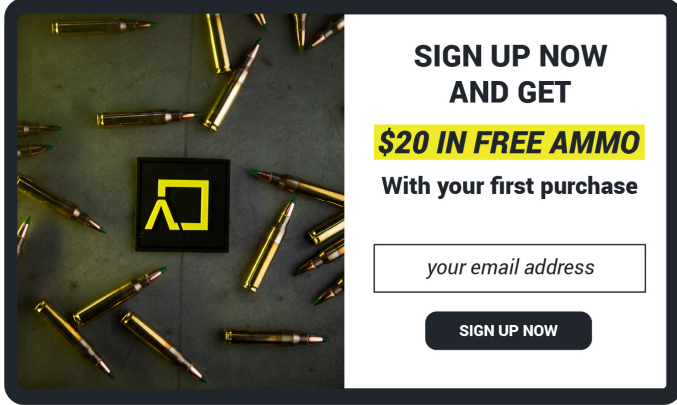
The best part is, it doesn't cost you anything. Even better, every customer who signs up for the \$20 ammo credit will provide you with a small alternative revenue stream. AmmoSquared will pay you 3% of that customer's gross spend for the lifetime of every customers you send to us!

HOW DO I LEVERAGE THIS?

Merchants can take advantage of this and utilize it as an incentive to improve conversion rate, offer a customer loyalty reward, or a product rebate.

The sky's the limit when it comes to how you can promote this partnership. But, here are some ways that we recommend:

As a newsletter signup reward:



**SIGN UP NOW
AND GET**

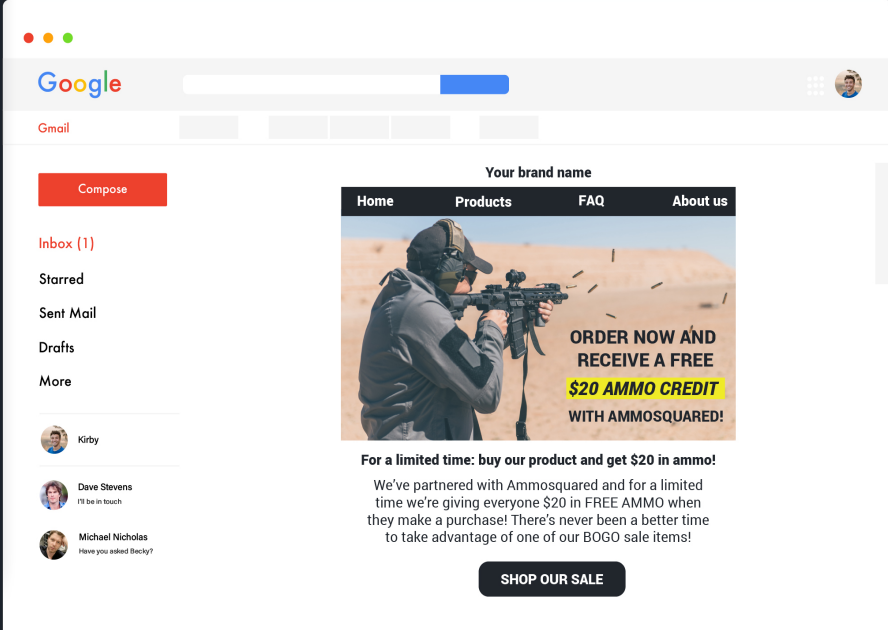
\$20 IN FREE AMMO

With your first purchase

SIGN UP NOW

The graphic features a collection of gold-colored bullets scattered on a dark surface. In the center, there is a black square with a yellow logo consisting of a stylized 'A' and 'S'.

A way to increase conversions:



Google

Gmail

Compose

Your brand name

Home Products FAQ About us

Inbox (1)

Starred

Sent Mail

Drafts

More

Kirby

Dave Stevens
I'll be in touch

Michael Nicholas
Have you added Becky?

**ORDER NOW AND
RECEIVE A FREE
\$20 AMMO CREDIT
WITH AMMOSQUARED!**

For a limited time: buy our product and get \$20 in ammo!

We've partnered with Ammosquared and for a limited time we're giving everyone \$20 in FREE AMMO when they make a purchase! There's never been a better time to take advantage of one of our BOGO sale items!

SHOP OUR SALE

The screenshot shows a Gmail interface with a promotional email from 'Your brand name'. The email features a background image of a soldier in a desert environment holding a rifle. The text in the email promotes a limited-time offer of \$20 in free ammo with a purchase from Ammosquared. The email includes a 'SHOP OUR SALE' button.

HOW DO CUSTOMERS CLAIM IT?

Customers can claim their \$20 ammo credit when they sign up for an account at AmmoSquared for the first time. Our partners simply include a link (either a text link or a display ad that we can provide you) that will take visitors to a custom co-branded landing page like this:

Your brand

Order Confirmation

Hello Smiles Davis,

Thank you for your order! A record of your purchase information appears below. Please keep this email as the confirmation of your order.

ORDER CONFIRMATION

Order Date: 2022-01-01
Order ID: SmilesDavis-65000RGW-DVS6500600
Paid with: Credit Card - Visa ending in 6500

Item	Billing date
Your Product	Today's date

Order Amount:	\$14.99
Fees:	\$0.18
Order Total:	\$15.17

If you have any questions about this order, you can simply reply to this email with your questions and we will get back to you shortly with an answer.

Thanks again for your business! We appreciate that you've chosen us.

Claim your
\$20 IN FREE AMMO
With Ammosquared!
[CLICK HERE](#)

Have an account? [Sign in](#)

Welcome [YOUR BRAND] Friends!

AMMO²
+
Your Brand


Ammosquared is redefining ammo purchasing and ownership. Think of it as an "ammo piggy bank" that you can fill with the caliber(s) you want, on a budget and schedule that fits your needs.

In 2015, we set out to use the internet to actually make buying and owning ammunition easier. By starting an online ammo "piggy bank", you'll always have ammo there when you need it. To learn more, visit our [How it Works](#) page.

When you sign up with this link from [Your Brand], you'll get a \$20 ammo credit and the folks at [Your Brand] will earn a small commission to help fill their ammo piggy bank!

To claim your \$20 [Your Brand] ammo credit enter your email

Customers then receive instructions on how to claim their credit!

A close-up photograph of a person wearing camouflage clothing and a helmet, holding a rifle. The person is looking through the scope of the rifle. The background is a blurred forest scene with sunlight filtering through the trees.

At AmmoSquared, we take pride in going the extra mile for our valued partners. We are available if you have any questions or comments, and are happy to assist with creative and technical support. Please feel free to reach out to us with any concerns so that we can better serve you!

marketing@ammosquared.com

AMMO²®