

# Leading Canadian Technology Brand

The Company (“Project Titan”) is a leading Canadian technology website (.ca domain) that was founded in 2017. The business has grown substantially over the past 12 months, and continues to see positive growth trends in both traffic and revenue. The business primarily generates revenue through high paying advertising partnerships, diversified across a variety of software and financial services platforms, many of which are custom agreements.

## Revenue Overview

**L3M Average**  
C\$12,950

**L6M Average**  
C\$10,136

**YTD Average<sup>1</sup>**  
C\$6,823

Note: Full access to financials prepared by our accountants will be granted to prospective buyers in early January 2022

## Investment Highlights

### Ahrefs Domain Rating

**DR48**

#### Robust Backlink Profile

High quality website with relevant links from 1,000+ referring domains. Positive movement throughout 2021 Google algorithm updates

### High Quality Traffic

**73,432**

(Oct - Dec 2021)

#### Average Monthly Unique Visitors

Traffic has nearly doubled since January 2021, with ~90% of visitors from Canada

### Strong Display Advertising RPM

**\$25.95**

(USD)

#### Average RPM

Leveraging partnership with Mediavine to place high quality display ads across the site



### Highly Authoritative

- Ranks for over 30,000 keywords
- ~1,500 keywords ranking between spot 1 -3
- Relevant 301 redirect with tier 1 backlinks



### Exclusive Affiliate and CPC Partnerships

- Preferential rates for multiple high paying affiliate offers within the software and financial services space
- Custom CPC offer for a global financial services company (developed relationship over past 2 years)



### Exceptional User Experience

- Lightning fast Wordpress website; core web vitals compliant
- 100% of URLs have a good page experience as per Google Search Console (mobile & desktop)
- Engaged agency to perform conversion rate optimization on key pages (August to December 2021)



### Multiple Growth Levers

- Significant opportunity to improve traffic across the following pillars: Web Hosting / VPN / Trading Platforms / Fintech Platforms (i.e. P2P money transfer)
- Optimize existing content; ~3k keywords ranking between spot 4 – 10
- Publish new low difficulty content; leverage site's authority and high RPM to increase display revenue
- Develop a social media presence to diversify traffic sources
- Leverage existing traffic to build an email list



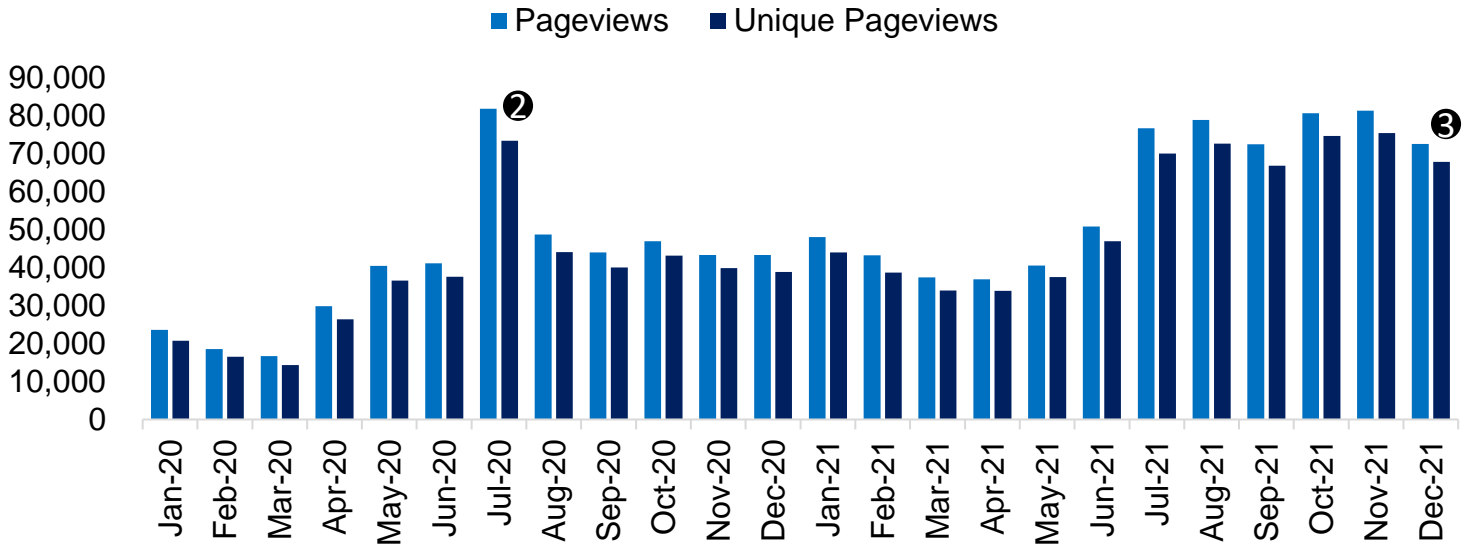
### Extras

- 50 custom photos and Unsplash account with over 30,000,000 views
- Brandable, 2 word investing related .ca domain included with sale (currently 301'd)

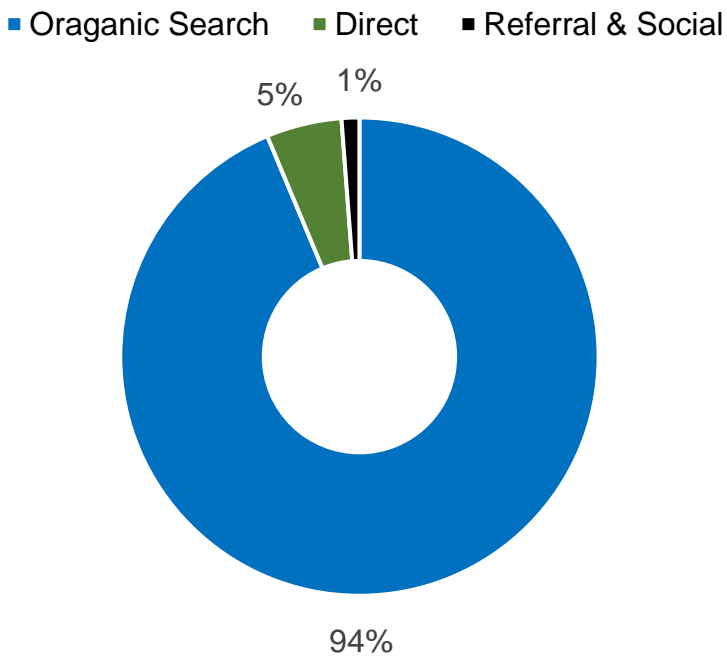
<sup>1</sup>As of November 30, 2021

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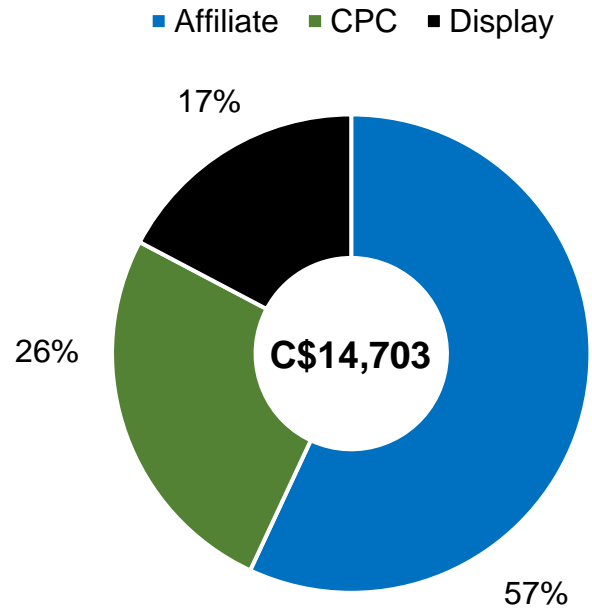
## Traffic Overview



## Traffic Channels – YTD<sup>1</sup>



## Revenue Breakdown – November



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<sup>1</sup>As of November 30, 2021

<sup>2</sup>Traffic spike due to one time news event

<sup>3</sup>December data projected based on analytics data up until December 21<sup>st</sup>