



How CFN Helped InPlay Oil Succeed in the Public Markets

CASE STUDY

Client



InPlay Oil Corp. (TSX: IPO; OTCQX: IPOOF) is a junior oil and gas exploration and production company with operations in Alberta Canada focused on light oil production. The company operates long-lived, low-decline properties with drilling development and enhanced oil recovery as well as undeveloped lands with exploration possibilities.

Challenges

InPlay Oil hired CFN Media to conduct a three (3) month targeted investor awareness campaign to leverage the power and scale of our digital financial media network and social media distribution to attract investors, increase liquidity, raise capital, and close its valuation gap between its peers.

1. **Peer Valuation Gap** – InPlay Oil was trading at a relative discount to its close peers, suggesting poor market and investor awareness.
2. **Low Trading Volume** – InPlay Oil didn't trade with as much volume as the company needed to support financing and other efforts.

Solution

CFN Media produced, ran and managed a three (3) month targeted investor and market outreach campaign from **March 25th, 2022 to June 25th, 2022** that attracted active oil and gas investors in the U.S. and Canada. The campaign consisted of original content production to powerfully convey InPlay Oil's message via video and article ads / alerts with deployment across our SECFilings.com and CFNMedia.com financial networks and ad buys on Twitter. Twitter is the #1 social media network for reaching investors and investor groups / communities based on their interest.



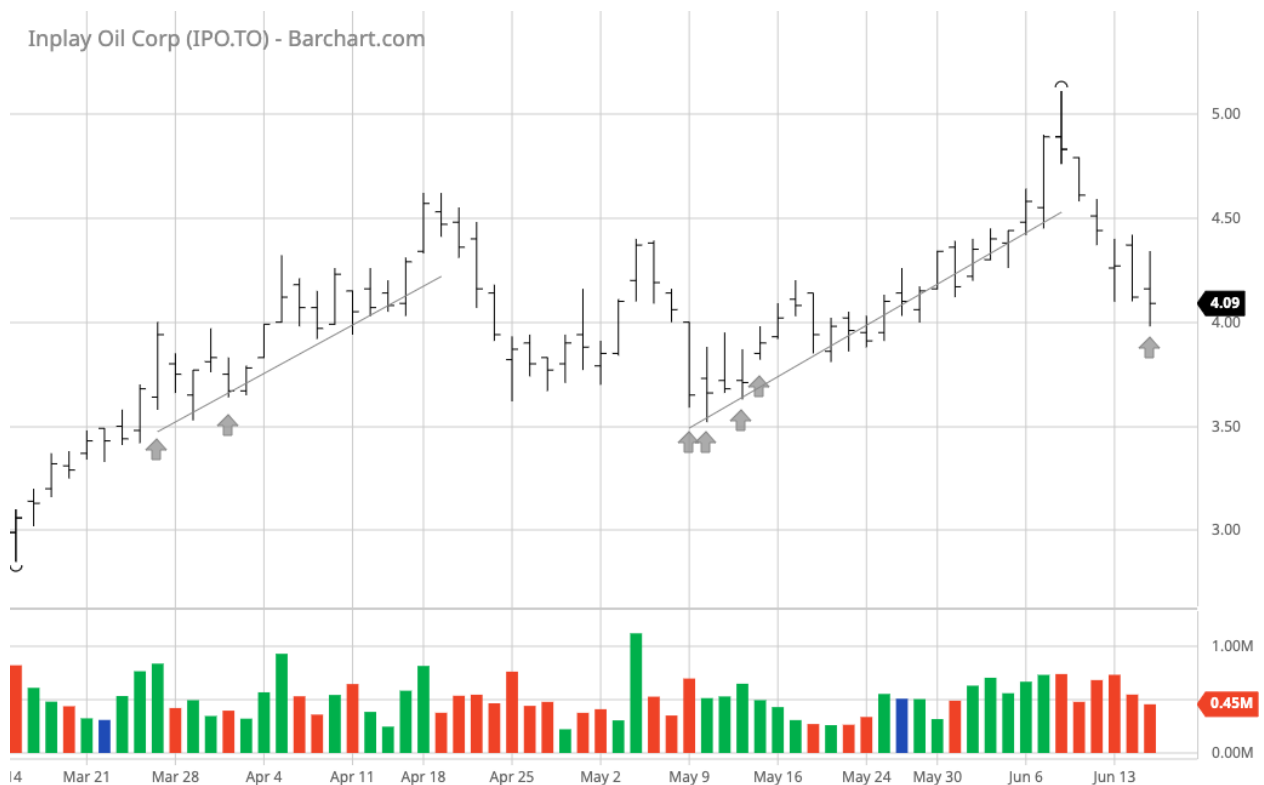
Deliverables

Date	Type	Reach
March 25, 2022	Email PR (email alert)	2,649 Opens / 53 Clicks
March 31, 2022	Feature Article (post)	1,562 Views

May 9, 2022	Feature Article (post)	1,455 Views
May 10, 2022	Email Feature (alert)	2,468 Opens / 64 Clicks
May 12, 2022	Video + Twitter Ads	27,426 Imp. / 14,962 Views
May 15, 2022	Video + Twitter Ads	52,717 Imp. / 20,033 Views
June 15, 2022	Video + Twitter Ads	41,962 Imp. / 21,219 Views

Results

InPlay Oil stock hit an all-time high on June 6th, 2022 at C\$5.11. See **arrows** on chart below for campaign activity dates associated with Deliverables table above



- The stock price experienced a sustained increase after each outreach, boosting both the stock price and the volume.
- The company was able to close its valuation discount to its peers and improve liquidity to support fundraising efforts.