

Angie's list

Relentlessly elevating the local service experience

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Beyond Reviews

- Relentlessly elevating the local service experience by:**
 - Providing insight across more than 720 specific categories
 - Facilitating the local, top-rated local service providers
 - Search an award-winning platform
 - Guide members and third party with a digital marketing tool
 - Connects service providers and customers via Insights, an app
- Providing excellent service to:**
 - 8.2 million paid member base
 - Members value:
 - Quality
 - Price
 - Convenience



The Value

- Plenty of opportunities available to you!
- Request jobs more engaged, relevant, timely to bring customers
 - Provide specific services in your community
 - Appear at the top of search results
 - Increase the speed of local service and market, save money and reduce additional overhead expenses and increase your sales, while growing or new
 - Build reputation through member reviews
 - Access to thousands of members and their needs
 - Get real-time and accurate information on all members
 - Track company success with a dashboard for members



Shop: Participate in the Marketplace

There are two different types offers you can provide members.



Regardless of the type of offer, both will generate more jobs and revenue for your business.

Search: Call Center

- Angie's List offers its members 24/7 access to the Business Center and talk to a dedicated team member about their project and the right service provider to contact.
- Your name goes in front of member calls for a quality referral in your locality and market
 - Specialize in an angle's list representation
 - Consumers want to be able to call someone with research expertise
 - Handling with various types of consumers
 - Not a tech savvy
 - Member based system

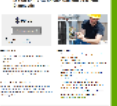
Search: Call Center



Shop: The Digital Marketplace

- A member that buys an e-commerce offer is eight times more likely to leave a review!
- Angie's List sponsored before you can process and offers
- Everyday, all day priced offers and heavily discounted
- Create an influx of jobs and keep your users steadily busy

What does an offer look like?



Search

These platforms members search to find providers. **Web, Call Center, and Publication**

Advertisers appear first in all search products

Members don't search through multiple pages to find the best provider

Search: Web Feature

- Your company's name on the first page of results
- Directional and active marketing
- Profile analytics
 - Include media, photos, video, etc
 - Add website link, company details
 - Servicing needs
 - Target specific areas in your community
 - Create awareness offers at your price
 - Engage with members
 - Message customers directly
 - Prepaid jobs through convenience

Search: Direct Mailing

- The second biggest Angie's List publication is delivered to members' mailboxes at the beginning of each month. Each month, companies promote advertisements as well as the business they and offers
- Brandable demographic
 - Direct contact
 - Low cost
 - Low risk
 - Low volume
 - Low volume
 - Low volume



First Search option is the Web.

Your Listing

Do you know what your best Angie's List listing is?

Have you figured out your Best Photo Gallery or Best Reviews yet?

Did you know how to best use your profile to your advantage?

Featured Web Advertiser



Your Web Presence



Identifying the Advertisers



Have social media accounts?



Third way to Search the Call Center

Publication: The Benefits

- Brand and visibility
- Exposure to 10 million+ member households, 100M+ in reach
 - Member demographic
 - Targeted, relevant, and engaged members
 - Targeted, relevant, and engaged members
 - Targeted, relevant, and engaged members
- Limited competition
- Complete coverage across all 3,000+ zip codes
 - High visibility to local residents
 - Low competition
- Tangible impact
- Low cost per acquisition (CPA)
 - Low risk
 - Low volume
- Direct mail
- High member call volume at low cost
 - Member based and advertising at low cost



The Web, Publications, and Call Center are the three advertising platforms available to service providers. However, there are steps you can take to get the most out of each, which equals more money to your pocket. It's time to Shop!



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Addressing the Questions

What is Angie's List and the philosophy?

What are the advertising options?

How can my company benefit from the List?

[First, the what...]

Beyond Reviews

Relentlessly elevating the local service experience by:

- Provides trusted reviews in more than **720 service categories**
- Features the best, top-rated local service providers
- Sends an award-winning publication
- Sells services and merchandise in a digital marketplace
- Connects service providers and customers via SnapFix, an app

Providing excellent service to:

- **3.2 million, paid member base**
 - Members value:
 - *Quality*
 - *Price*
 - *Convenience*



**What can be gained from a relationship
with Angie's List?**

The Value

Plenty of opportunities available to you!

- Receive jobs from engaged, informed, ready-to-busy customers
- Provide specific services in your community
- Appear in front of a premium demographic
 - *Between the ages of 30 and 69 who are married, owns a home and college educated*
 - *Annual household income of at least \$75K and a home value of \$300K or more*
- Build reputation through member reviews
- Access to Business Center tools and resources
- Sell merchandise and services in a digital marketplace
- Track campaign's success with a dedicated internal member



What are the advertising options?