

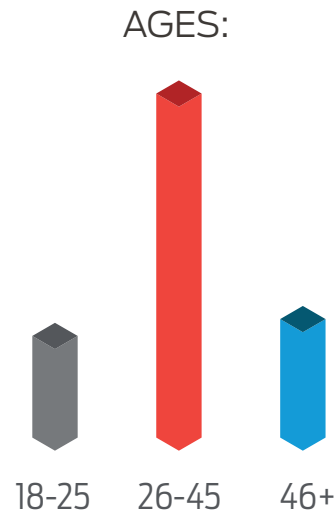
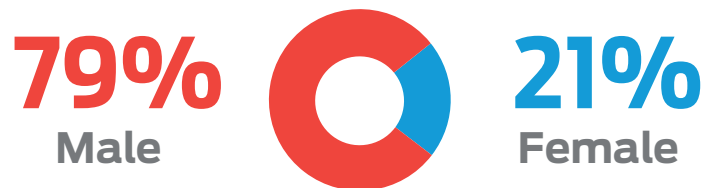
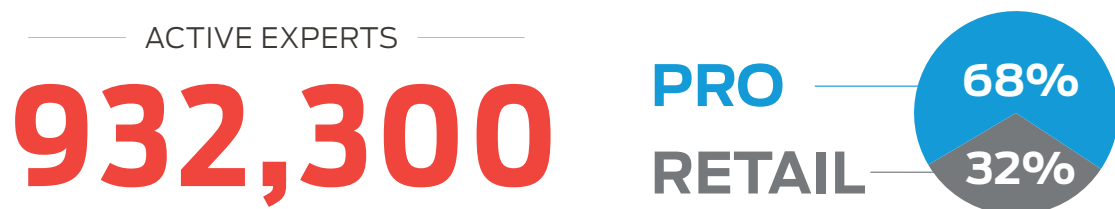


# 2021 MEDIA KIT





# AUDIENCE PROFILE



Average Edu-Games Taken



**20**

Average Brands Visited



**22**

Average # of Recommendations Published  
PER EXPERT WHO LEFT A RECOMMENDATION

**2**



Average # of UGC Published  
PER EXPERT WHO POSTED UGC

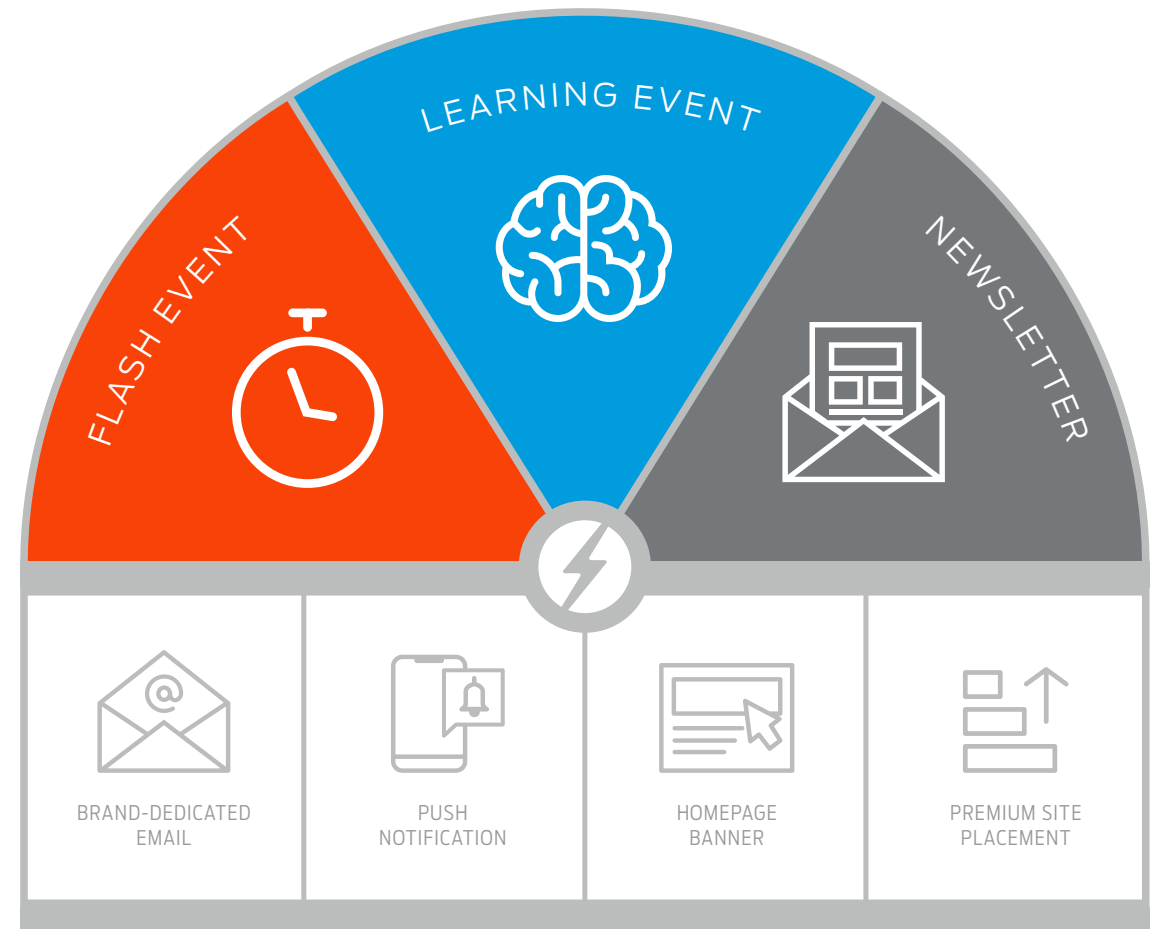
**3**



# PROMOTIONAL MEDIA

**Promotional Media is a form of communication brands can purchase to reach target experts on ExpertVoice and strengthen the power of their recommendations.** Brands who participate in media typically see a 2x lift in site traffic, expert engagements, and orders.

We offer a select amount of media inventory every year to our 500+ brand partners, and placements are first-come, first-serve. Tell us your objectives, who you want to target, and let us build you a successful promotional media strategy today.



# MULTI-BRAND CAMPAIGNS





# EXPERTVOICE 2021 PROMOTIONAL CALENDAR

JAN

FEB

MAR

APR

MAY

JUN

JULY

AUG

SEP

OCT

NOV

DEC



## FLASH EVENTS



**FITNESS & TRAINING**  
Retail & Pro  
1/5-1/11

**NATURALS PERFORMANCE**  
Retail & Pro  
2/9-2/15

**SPRING**  
Retail & Pro  
3/9-3/15

**FOOTWEAR & ACCESSORIES**  
Retail & Pro  
4/6-4/12

**MEMORIAL DAY WEEK**  
Retail & Pro  
5/25-5/31

**CAMPING**  
Retail & Pro  
6/14-6/20

**ON THE WATER**  
Retail & Pro  
7/6-7/12

**END OF SUMMER**  
Retail & Pro  
8/3-8/9

**EXPERT APPRECIATION WEEK**  
Retail & Pro  
9/7-9/13

**FALL**  
Retail & Pro  
10/5-10/11

**VETERANS DAY**  
Retail & Pro  
11/9-11/11

**CYBER WEEK**  
Retail & Pro  
11/29-12/5

**BLACK FRIDAY**  
Retail & Pro  
11/26-11/28

**END OF YEAR**  
Retail & Pro  
12/7-12/13



## LEARNING EVENTS



**SHOOTING SPORTS**  
Retail & Pro  
2/22-3/7

**NATURALS**  
Retail  
3/22-4/4

**SPRING OUTDOORS**  
Retail & Pro  
4/19-5/2

**BIKE**  
Retail & Pro  
5/10-5/23

**NATURALS**  
Retail  
6/21-7/4

**SUMMER OUTDOORS**  
Retail & Pro  
7/19-8/1

**ANIMAL & PET**  
Retail & Pro  
8/16-8/29

**SHOOTING SPORTS**  
Retail & Pro  
9/20-10/3

**WINTER SPORTS**  
Retail & Pro  
10/18-10/31



# NATURALS 2021 PROMOTIONAL CALENDAR

JAN

FEB

MAR

APR

MAY

JUN

JULY

AUG

SEP

OCT

NOV

DEC



## NEWSLETTERS



Retail  
1/15

Retail  
2/5

Retail  
4/16

Retail  
5/7

Retail  
6/4

Retail  
7/16

Retail  
8/13

Retail  
9/3

Retail  
11/5

Retail  
12/17



## FLASH EVENTS & LEARNING EVENTS



**NATURALS  
PERFORMANCE  
FLASH EVENT**  
Retail & Pro  
2/9-2/15

**NATURALS  
LEARNING  
EVENT**  
Retail  
3/22-4/4

**NATURALS  
LEARNING  
EVENT**  
Retail  
6/21-7/4





# PET 2021 PROMOTIONAL CALENDAR

JAN      FEB      MAR      APR      MAY      JUN      JULY      AUG      SEP      OCT      NOV      DEC

					NEWSLETTERS						
		<div>Retail &amp; Pro 3/5</div>							<div>Retail &amp; Pro 10/1</div>		

					LEARNING EVENTS						
							<div>Retail &amp; Pro 8/16-8/29</div>				

# MULTI-BRAND CAMPAIGNS

## LEARNING EVENT



Educate experts on your brand's latest content and reward them with limited-time perks during a two week campaign.

### COMPONENTS

- 1 Multi-Brand Landing Page
- 2 Emails (Launch + Reminder)
- 2 Homepage Banners (Launch + Reminder)
- 1 Mobile Push Notification
- 1 Premium Site Placement
- 1 Campaign Card



**2X**

AVERAGE LIFT  
in Experts Attempting  
Edu-Games

## FLASH EVENT



Drive substantial product seeding by offering experts an additional incentive during a limited-time event.

### COMPONENTS

- 1 Multi-Brand Landing Page
- 2 Emails (Launch + Reminder)
- 2 Homepage Banners (Launch + Reminder)
- 1 Mobile Push Notification
- 1 Campaign Card



AVERAGE LIFT  
in Total Order Dollars

**2-3X**



AVERAGE LIFT  
in Total Orders

Note: Experts must have access to at least two participating brands to see the promotions for flash events and learning events.

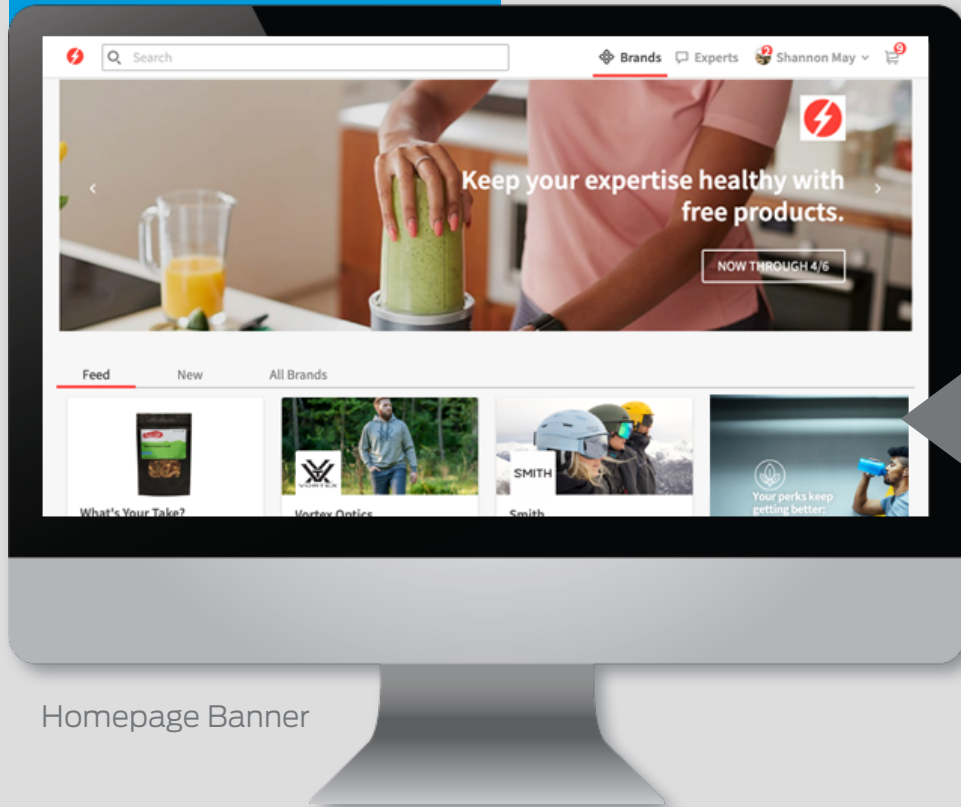




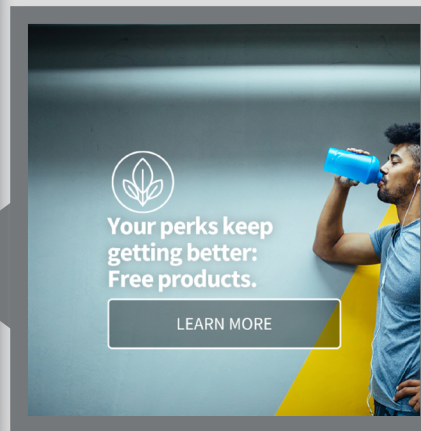
# LEARNING EVENT



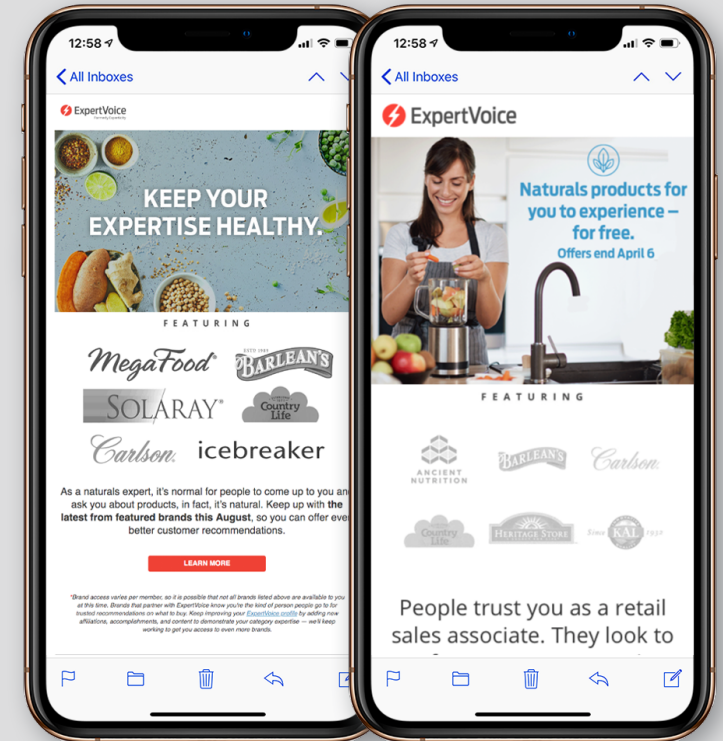
# EXAMPLE



Homepage Banner



Premium Site Placement



Emails

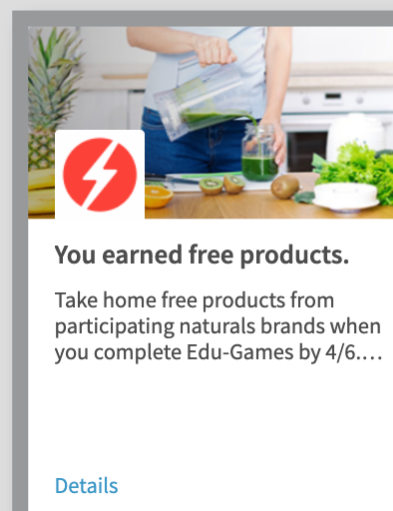


# LEARNING EVENT

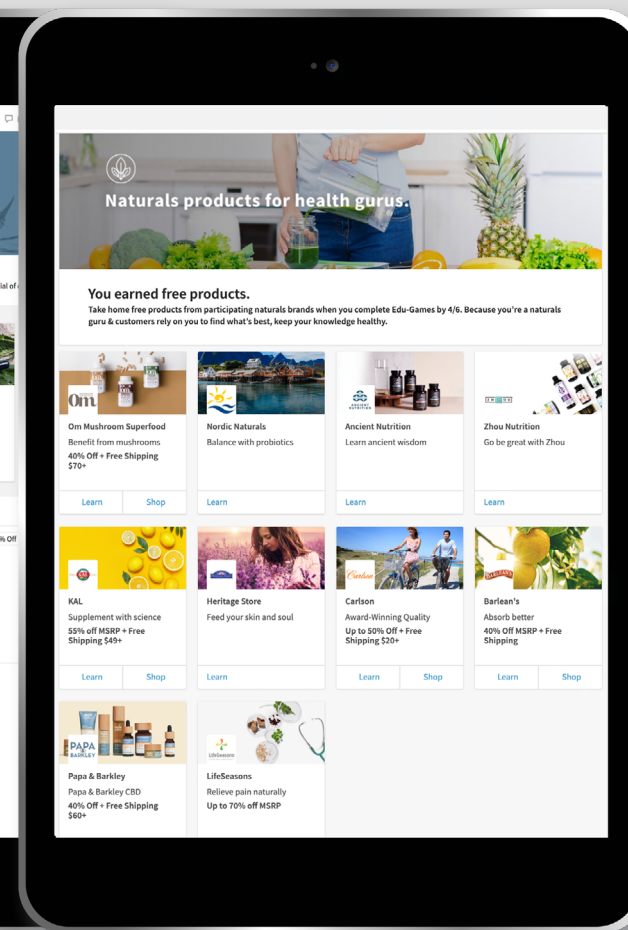
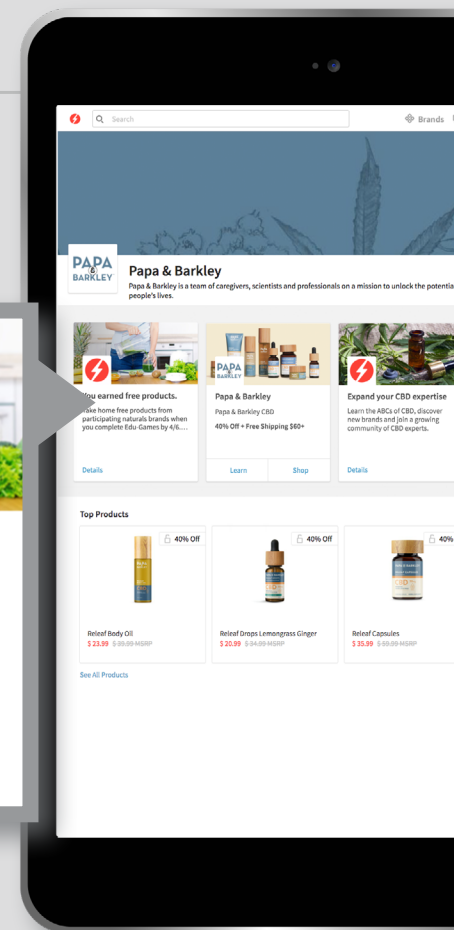
CONTINUED



Mobile Push  
Notification



Campaign Card



Multi-Brand Landing Page

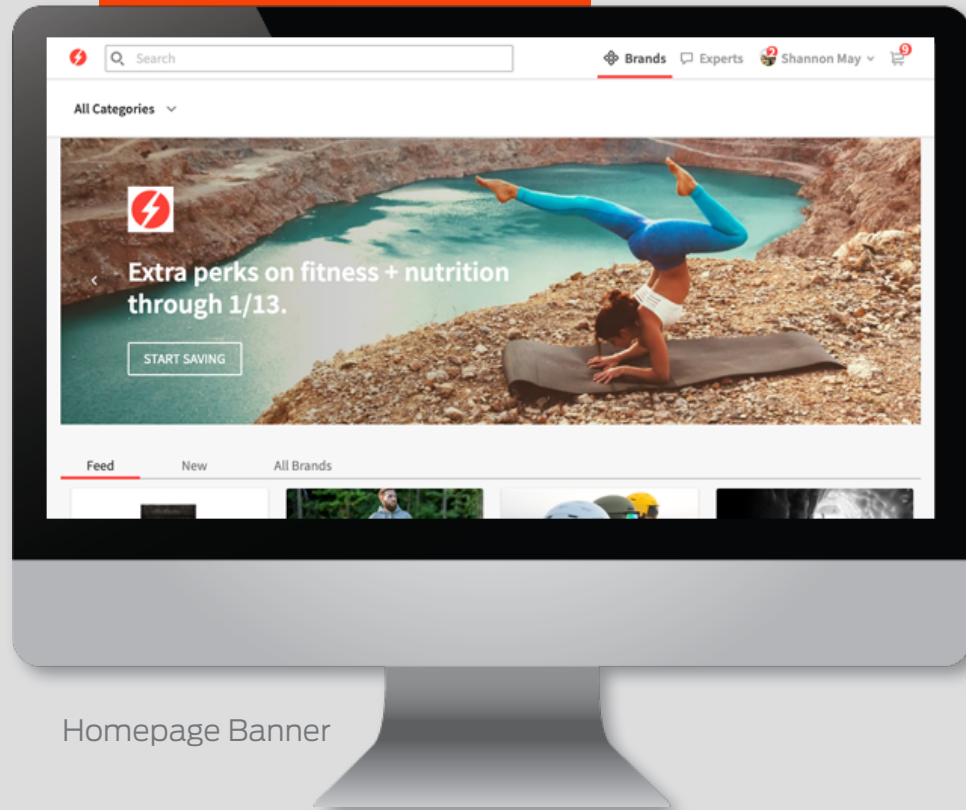




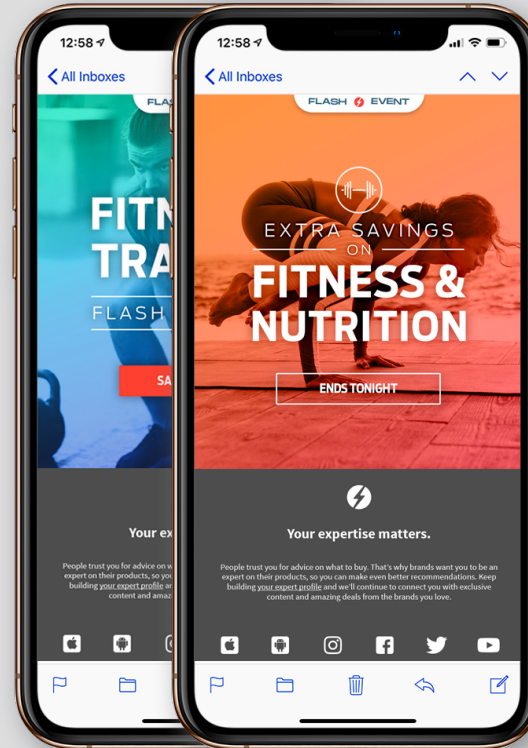
# FLASH EVENT



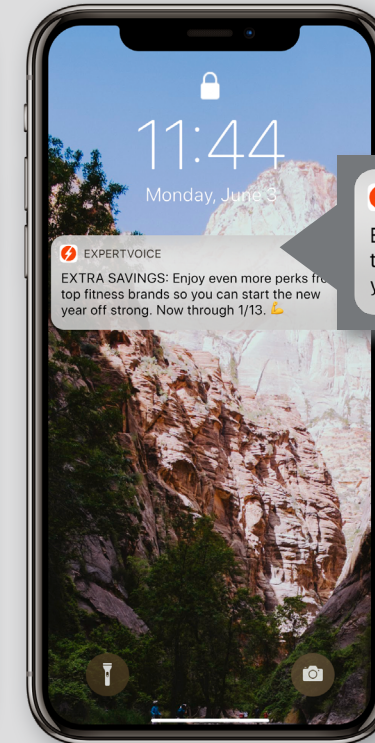
# EXAMPLE



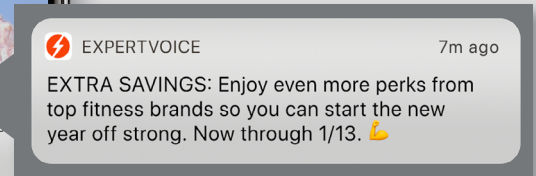
Homepage Banner



Emails




Mobile Push  
Notification



# FLASH EVENT

CONTINUED

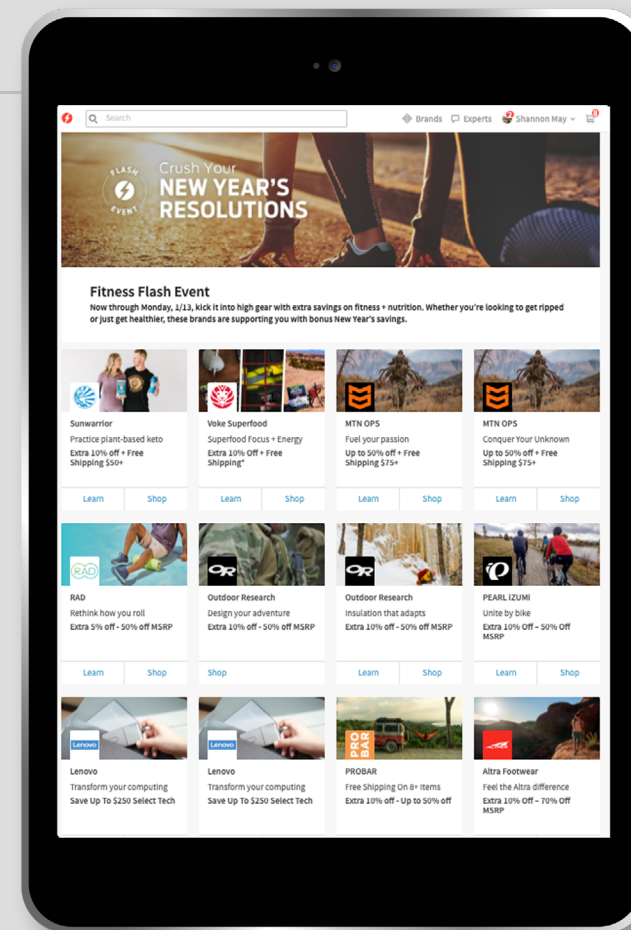
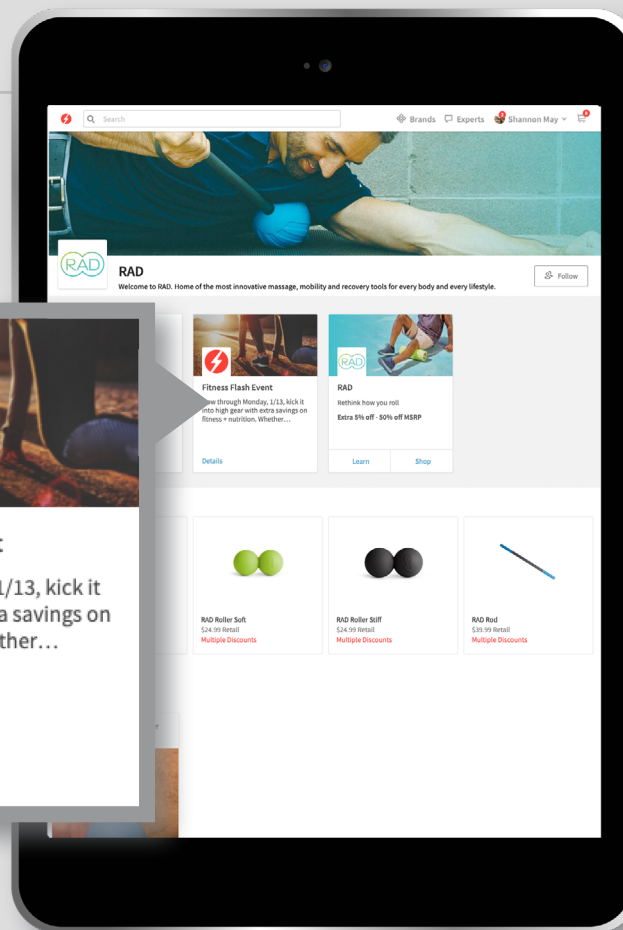


**Fitness Flash Event**

Now through Monday, 1/13, kick it into high gear with extra savings on fitness + nutrition. Whether...

[Details](#)

Campaign  
Card



Multi-Brand Landing Page





# NEWSLETTER PLACEMENT OPTIONS

## PREMIUM PLACEMENT



Increase brand awareness and drive traffic to your ExpertVoice brand page **in the top placement** of a dynamic newsletter.



13-17%  
AVERAGE  
Open Rate



3-6%  
AVERAGE  
Click-Thru Rate

## IN-LINE PLACEMENT



Increase brand awareness and drive traffic to your ExpertVoice brand page **below the premium placement** of a dynamic newsletter.



13-17%  
AVERAGE  
Open Rate



2-4%  
AVERAGE  
Click-Thru Rate

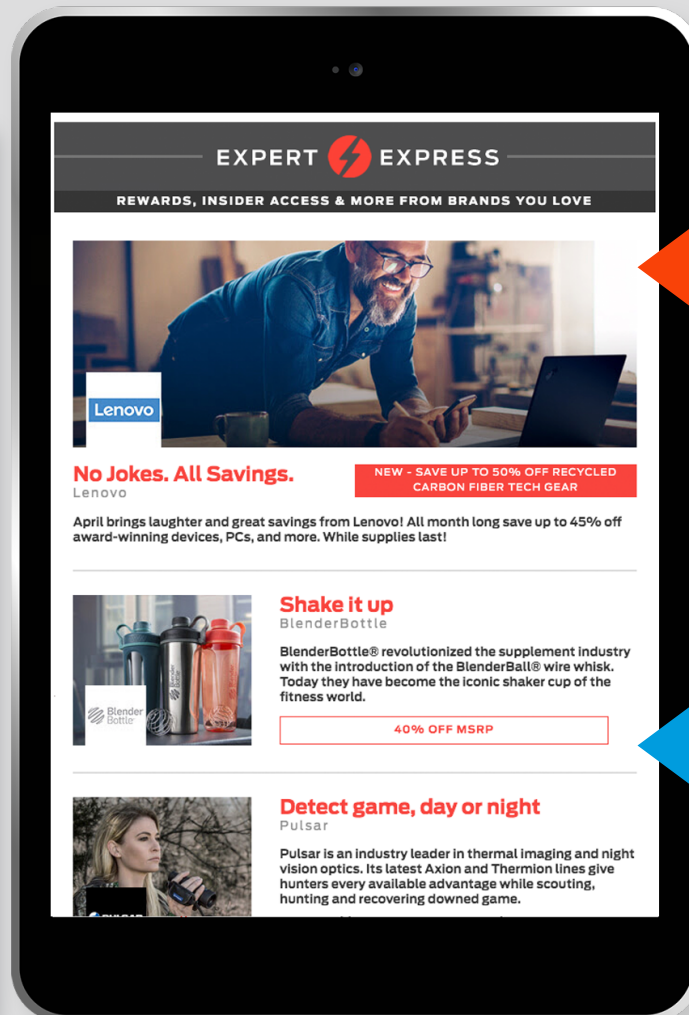
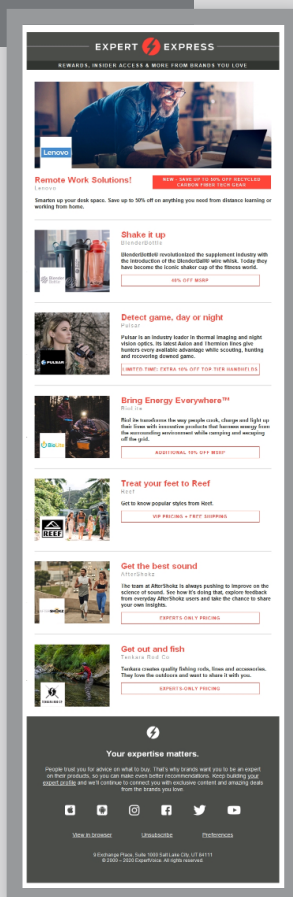
*Note: Experts must have access to at least two participating brands to see the promotions.*



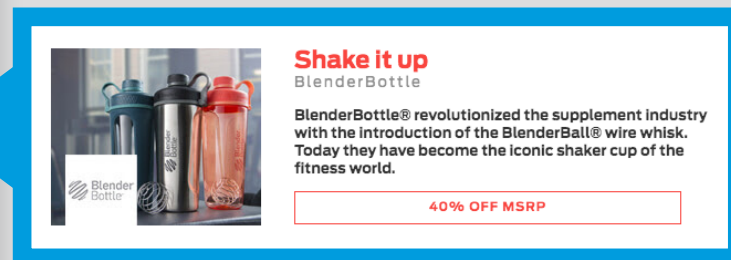
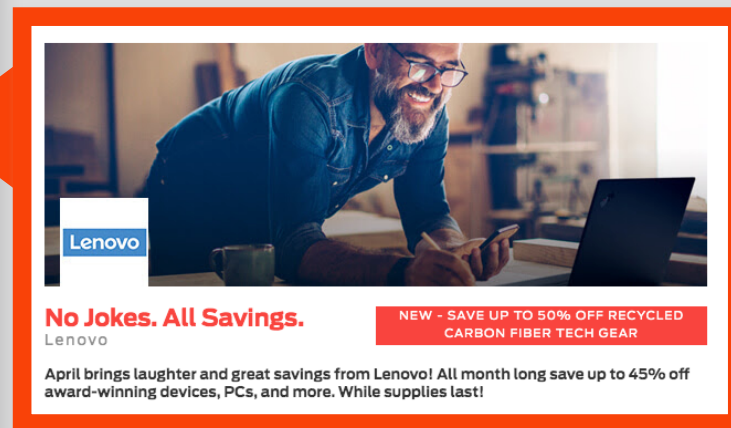
# NEWSLETTER PLACEMENT



# EXAMPLES



## Premium Newsletter Placement



## In-Line Newsletter Placement



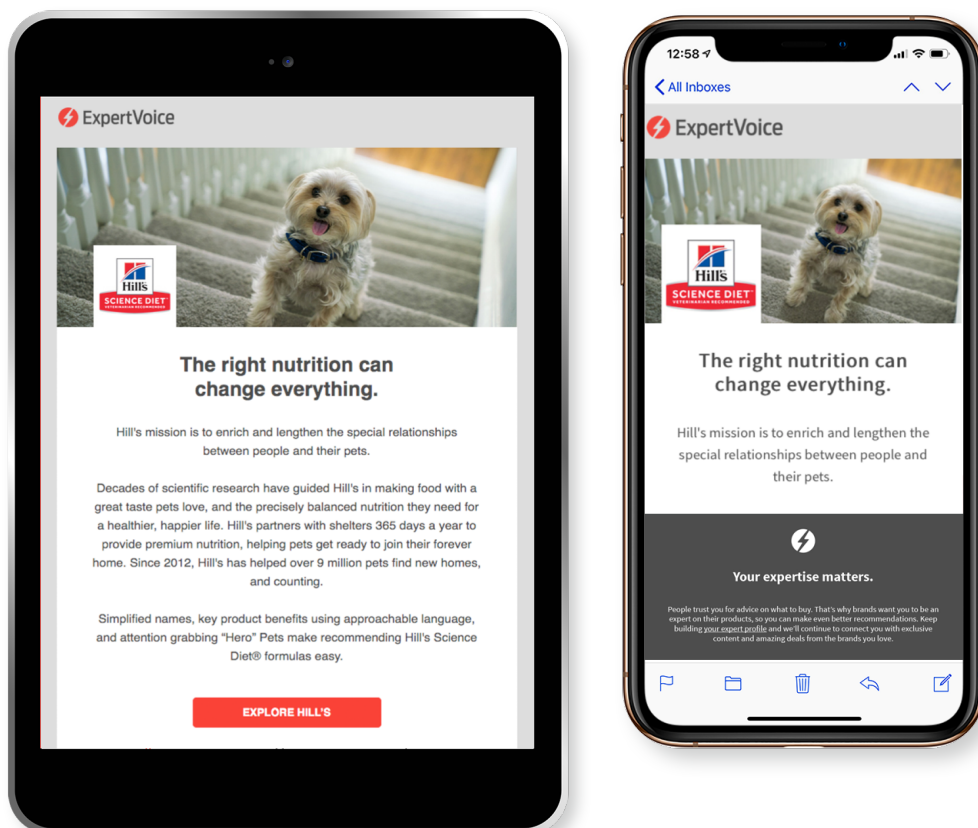
# BRAND-DEDICATED MEDIA





# BRAND-DEDICATED EMAIL

Send a custom email to your target expert audience to increase your ExpertVoice site traffic, expert engagements and/or orders.



14-17%  
Open Rate

Recommended Supporting Media



Homepage  
Banner



Push  
Notification



Premium  
Site Placement

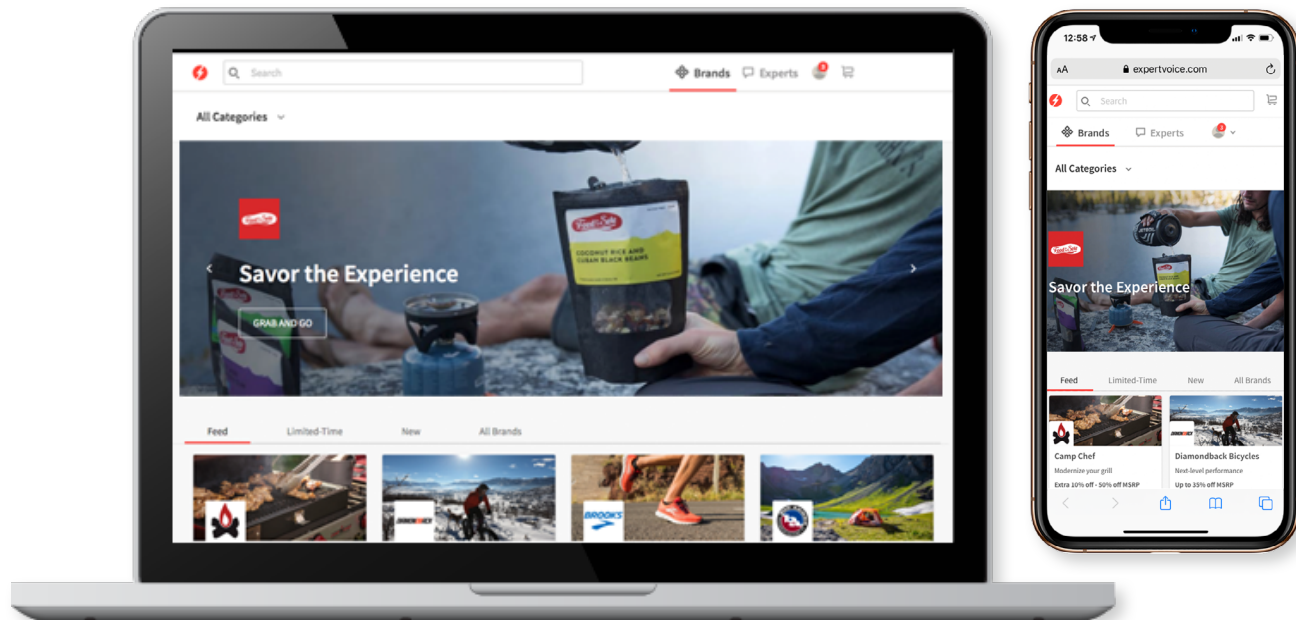






# HOMEPAGE BANNER

Take the spotlight on the ExpertVoice homepage for seven days to increase site traffic, expert engagements and/or orders.



**1.44%**  
AVERAGE  
Click-Thru Rate

Recommended Supporting Media



Brand-Dedicated  
Email



Push  
Notification



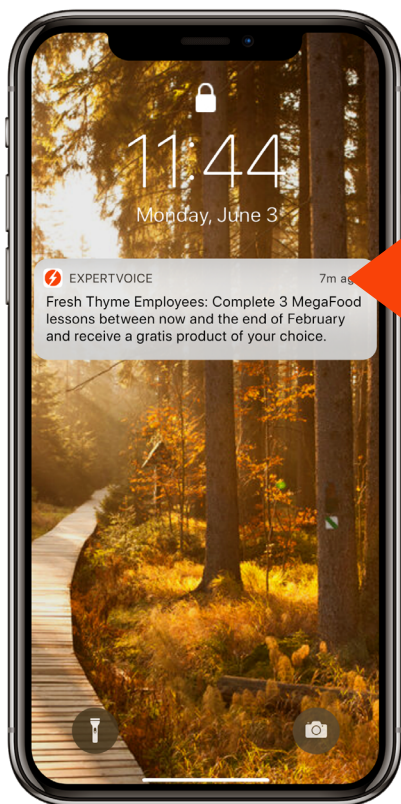
Premium  
Site Placement





# MOBILE PUSH NOTIFICATION

Send a custom message across iOS and/or Android mobile devices and drive target experts to your ExpertVoice brand page.



 EXPERTVOICE

7m ago

Fresh Thyme Employees: Complete 3 MegaFood lessons between now and the end of February and receive a gratis product of your choice.



**2.19%**  
AVERAGE DIRECT  
**Click-Thru Rate**

Recommended Supporting Media



Brand-Dedicated  
Email



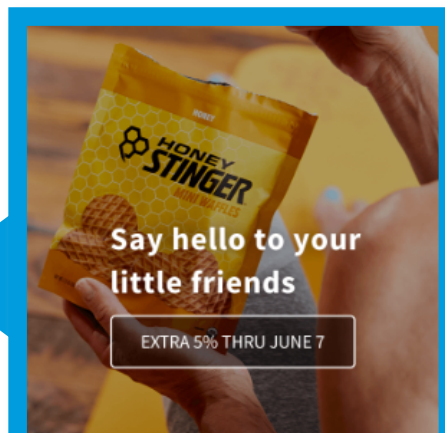
Homepage  
Banner





# PREMIUM SITE PLACEMENT

Feature your brand in the main ExpertVoice feed with a top card placement targeting a custom audience.



**0.81%**  
TOTAL AVERAGE  
Click-Thru Rate

Recommended Supporting Media



Brand-Dedicated  
Email



Push  
Notification



Homepage  
Banner



Let ExpertVoice help create a custom marketing program  
**to meet your needs.**



For more information, contact your Account Executive for details on available promotional media placements and specification sheets with up-to-date requirements for each media type.

