

 ExpertVoice

2022 Media Kit

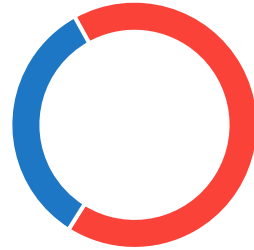


Audience Profile

ACTIVE EXPERTS

944,034

33%
Retail



67%
Pro



AVG. ORDER VALUE:

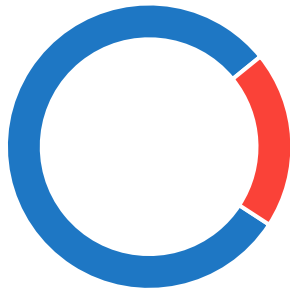
\$151.58 USD



AVG. EDU-GAMES TAKEN:

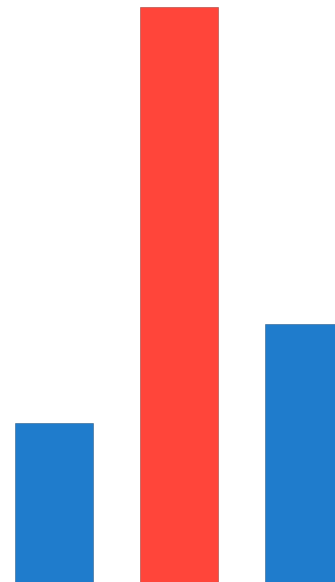
13

80%
Male



20%
Female

AGE



18-25

26-45

46+

AVG. BRANDS VISITED:

23

96%
USA



4%
CAN

AVG. NUMBER OF
RECOMMENDATIONS:
PER EXPERT WHO PUBLISHED A RECOMMENDATION

2

AVG. NUMBER OF UGC
PUBLISHED:
PER EXPERT WHO POSTED UGC

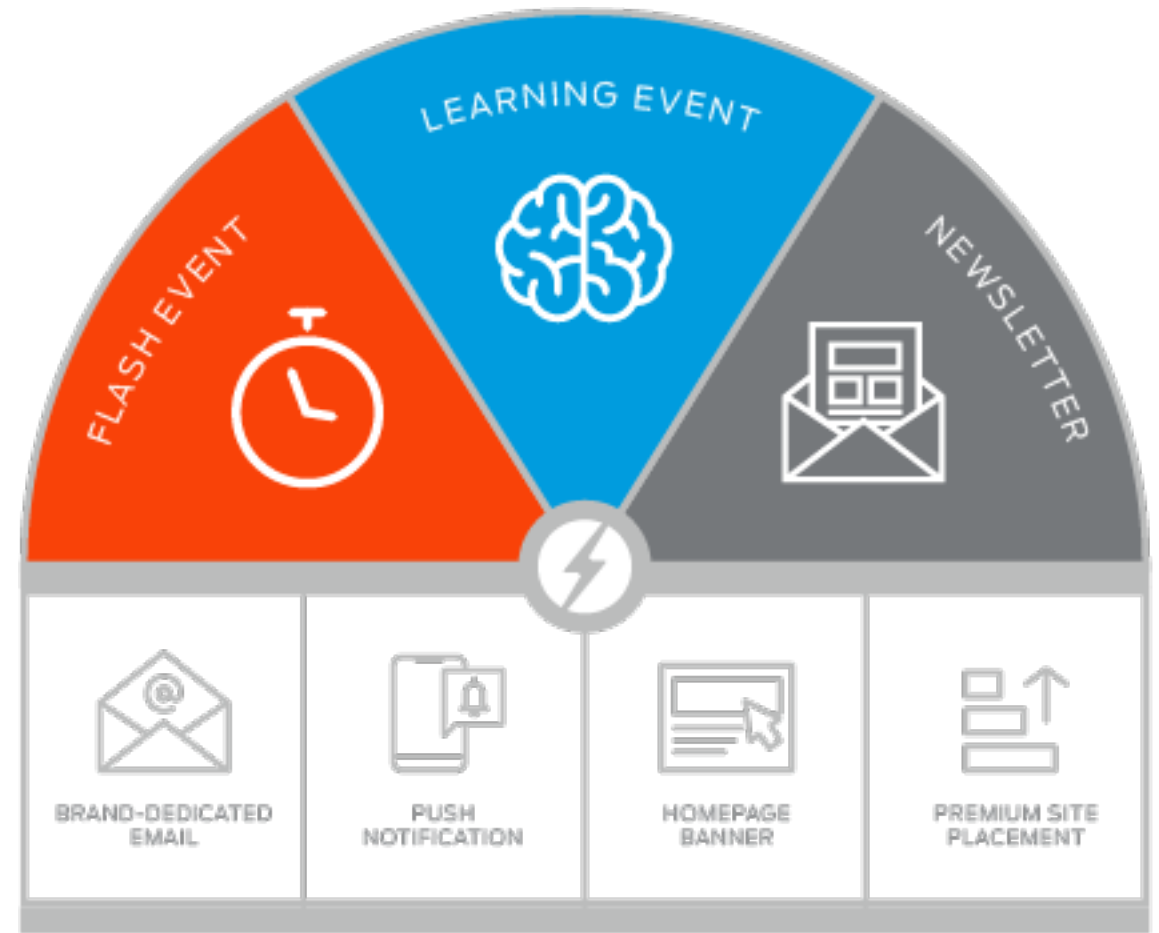
3



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 that participate in media see a 2x lift on average in site traffic, expert engagements, and orders.

We offer limited inventory every year to our 800+ 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



Multi-Brand Campaigns

LEARNING EVENTS



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

- *1 Multi-brand landing page*
- *2 Emails (launch and reminder)*
- *1 Homepage banner (launch)*
- *1 Premium site placement (reminder)*
- *1 Mobile push notification*
- *1 Campaign card*

2X **AVERAGE LIFT**
in experts attempting Edu-Games

FLASH EVENTS



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

- *1 Multi-brand landing page*
- *2 Emails (launch and reminder)*
- *2 Homepage banners (launch and reminder)*
- *1 Mobile push notification*
- *1 Campaign card*

2X **AVERAGE LIFT**
in orders and order dollars



2022 Promotional Calendar

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



FLASH EVENTS

New Year, New Gear <i>1/4 - 1/10</i>	★ Recommend It Forward <i>2/1 - 2/7</i>	Spring <i>3/8 - 3/14</i>	Footwear & Accessories <i>4/5 - 4/11</i>	Summer Kickoff <i>5/24 - 5/30</i>	Get Outside <i>6/14 - 6/20</i>	★ Recommend It Forward <i>7/12 - 7/18</i>	End of Summer <i>8/9 - 8/15</i>	Expert Appreciation <i>9/6 - 9/12</i>	★ Stock Your Gear Closet <i>10/4 - 10/10</i>	Veterans Day <i>11/9 - 11/11</i>	Cyber Week <i>11/28 - 12/4</i>
										Black Friday <i>11/25 - 11/27</i>	End of Year <i>12/6 - 12/12</i>

★ : New event



LEARNING EVENTS

Fitness <i>1/17 - 1/30</i>	Shooting Sports <i>2/14 - 2/27</i>	Naturals <i>3/21 - 4/3</i>	Outdoor <i>4/18 - 5/1</i>	Bike <i>5/9 - 5/22</i>	Tactical <i>6/27 - 7/10</i>	Pet <i>8/22 - 9/4</i>	Hunt & Fish <i>9/19 - 10/2</i>	Winter Sports <i>10/17 - 10/30</i>		
					Naturals <i>6/27 - 7/10</i>			Naturals <i>10/17 - 10/30</i>		



2022 Naturals Promotional Calendar



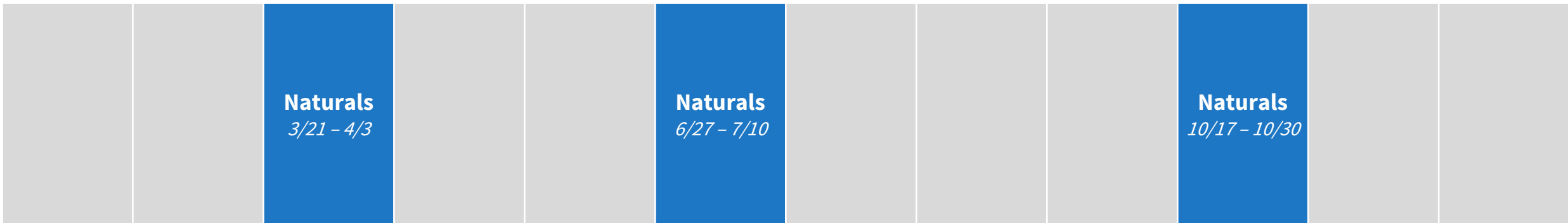
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



NEWSLETTERS



LEARNING EVENTS



2022 Pet Promotional Calendar



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



NEWSLETTERS

Retail & Pro
3/18

Retail & Pro
6/3

Retail & Pro
10/21



LEARNING EVENTS

Pet
8/22 – 9/4



Learning Events Included promotions

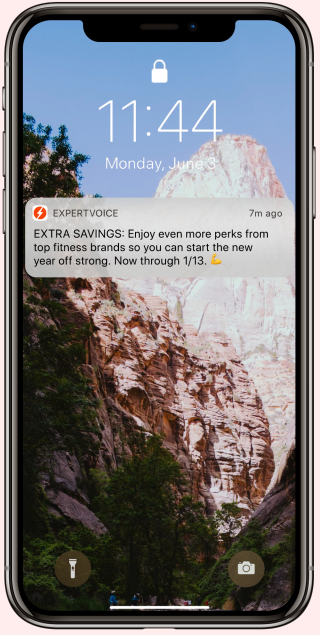
Campaign Card

The campaign card features a top banner image of two cyclists on a forest trail. Below the banner is the brand name 'Diamondback Bicycles' and a 'Following' button. A section titled 'Your Access' includes a 'Rewards Available' badge and text stating 'You have exclusive access to this brand.' Below this are four promotional tiles: 'Get Certified' (100% off on all Diamondback Bicycles Edu-Games), 'Diamondback Bicycles' (20% off on Limited Bikes), and 'Two-week bike event' (Bikes, helmets, socks, GPS trackers and more). A 'Top Products' section at the bottom displays four bicycle models.

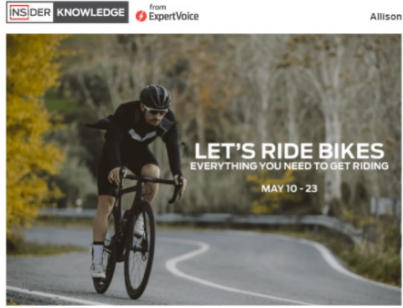
Event Landing Page

The event landing page features a header with the text 'INSIDER KNOWLEDGE Let's Ride Bikes'. Below the header is a 'Two-week bike event' section with a description: 'Bikes, helmets, socks, GPS trackers and more. We're all in on bikes. Use your access to see all the latest products and trends. With your expert perks, take home the latest gear and clip in for the bike season. Event ends May 23.' The main content is a grid of 16 product tiles, each with a brand logo, product name, and promotional offer. Brands include Garmin, Diamondback Bicycles, Sweet Protection, DRINK COFFEE DO STUFF, PEARL IZUMI, Osprey, NiteRider, Oakley, Klean Kanteen, f'izik, INTENSE, and Stance. Each tile includes 'Learn' and 'Shop' buttons.

Event Push Notification



Learning Events Included promotions (continued)



Emails
Desktop & mobile

For two weeks, we're all in on bikes. With bike shades from Oakley and new content from brands like Fox Head, Stance and more, you don't want to miss out. Learn more about the latest products and with your expert perks, saddle up for the season. Don't wait, this event ends on May 23.

LET'S RIDE

You love these brands, and now they're loving you back:



*Not all featured brands may be available to you. Find out more about brand access [here](#).



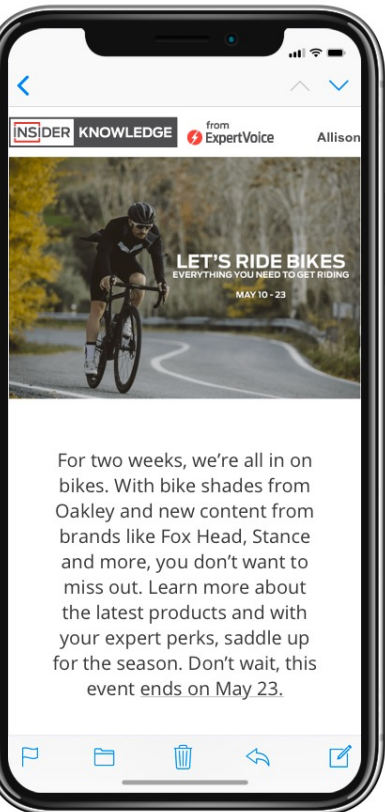
Your expertise matters.

People trust you for advice on what to buy. That's why brands want you to be an expert on their products, so you can make even better recommendations. Keep building your expert profile and we'll continue to connect you with exclusive content and amazing deals from the brands you love.



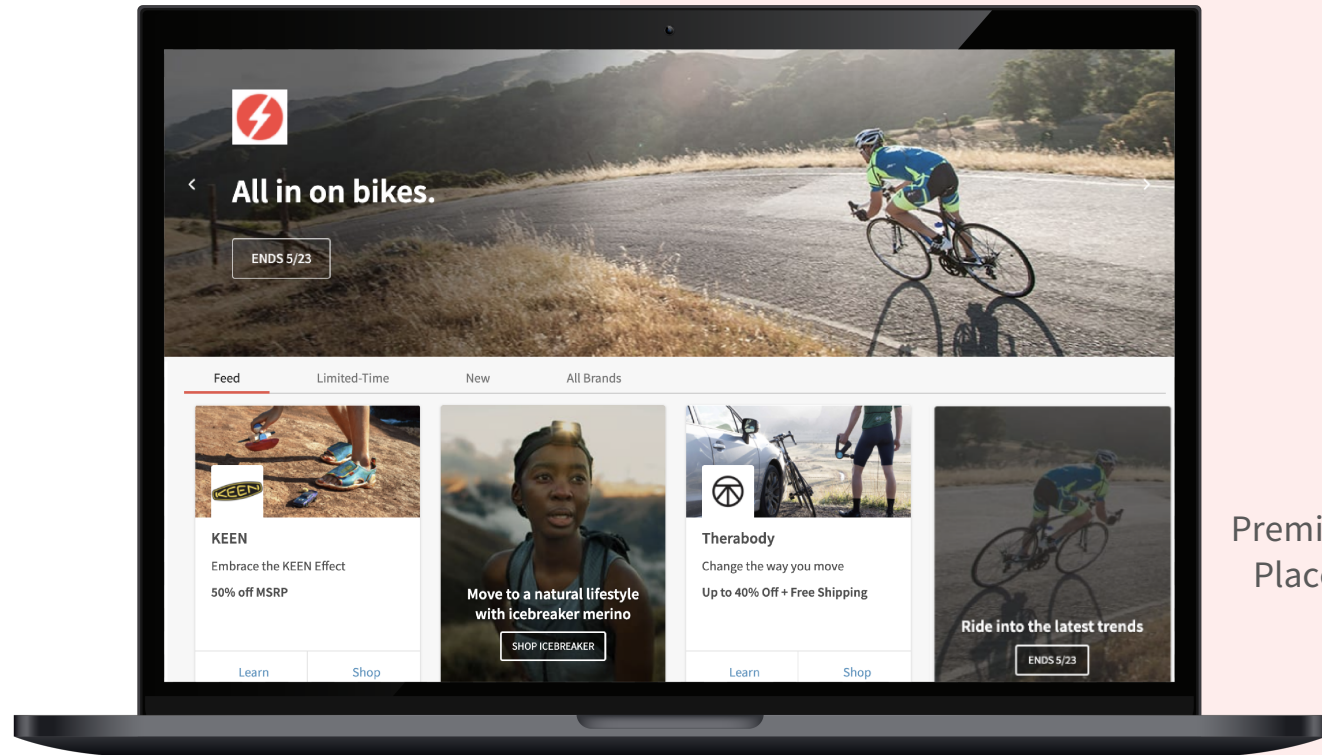
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For two weeks, we're all in on bikes. With bike shades from Oakley and new content from brands like Fox Head, Stance and more, you don't want to miss out. Learn more about the latest products and with your expert perks, saddle up for the season. Don't wait, this event ends on May 23.

Homepage Banner



Premium Site Placement



Flash Events Included promotions

Campaign Card

Search

Brands Experts David Shum

Salomon
Playing in the mountains since 1947. We build the gear to help you run, ski, ride, hike and connect with nature. #TimeToPlay

Following

Your Access
Rewards Available

You have exclusive access to this brand.
Here is what your expert profile has earned you.

Get Certified
Complete all modules and score 100% on all Salomon Edu-Games to get certified.

Perks on footwear & more
Slip into additional perks with this insider event. Your favorite brands want to connect with experts like...
Details

Top Products

<p>Vaya Mid GTX \$160.00 MSRP Discounts Available</p>	<p>Vaya Blaze TS CSWP \$140.00 MSRP Discounts Available</p>	<p>Predict 2 \$160.00 MSRP Discounts Available</p>	<p>Vaya Powder TS CSWP \$160.00 MSRP Discounts Available</p>
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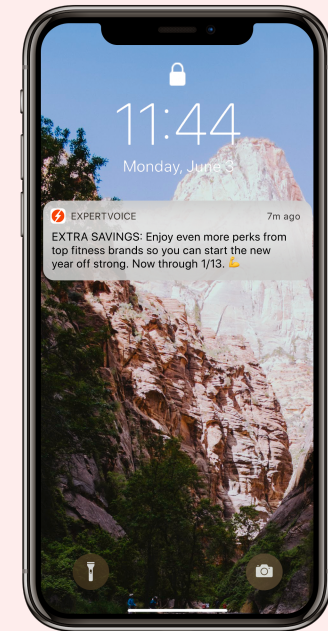
Event Landing Page

The Good for the Sole Event

Perks on footwear & more
Slip into additional perks with this insider event. Your favorite brands want to connect with experts like you. That's why they're offering you extra perks. Get the latest products with up to 50% off from now until April 12.

<p>KEEN Embrace the KEEN Effect 50% off MSRP</p>	<p>Salomon Make a move VIP Pricing</p>	<p>MAMMUT Adventure your own way Extra 9% off + Free Shipping \$30+</p>	<p>MERGE4 Feel the difference Extra 9% off + Free Shipping \$20+</p>
<p>Stanley Fuel your adventure Up to 40% off MSRP</p>	<p>Honey Stinger Hydration. Solved. Extra 10% off Hydration Products</p>	<p>Revo Shield your eyes Extra 10% off + Free Shipping</p>	<p>Medterra Holistic health 50% off MSRP + Free Shipping \$4+</p>
<p>Reef Treat your feet to Reef Extra 10% off - 60% off MSRP</p>	<p>Point6 Master melino Extra 9% Off + Free Shipping \$75+</p>	<p>Smith & Wesson Footwear Step up your comfort Extra 9% off + Free Shipping \$120+</p>	<p>Vega Power Your Story Extra 9% off + Free Shipping \$80+</p>
<p>Corlicicle Keep cool</p>	<p>Fourpoints Bar Adventure longer</p>	<p>Superfeet Boost performance</p>	<p>S.11 Unlock A1™ comfort.</p>

Event Push Notification



Flash Events

Included promotions (continued)



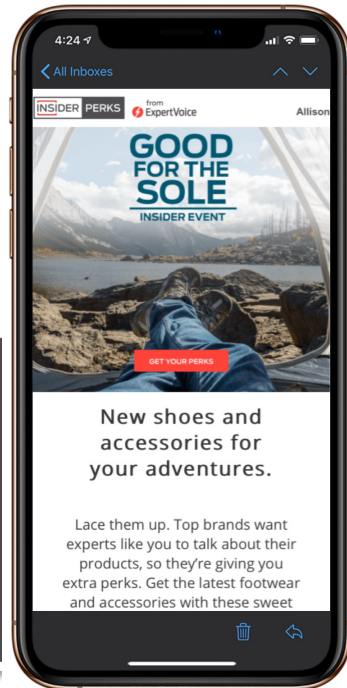
New shoes and accessories for your adventures.

Lace them up. Top brands want experts like you to talk about their products, so they're giving you extra perks. Get the latest footwear and accessories with these sweet deals. From now until **April 12**, get up to 50% off.

GET YOUR PERKS

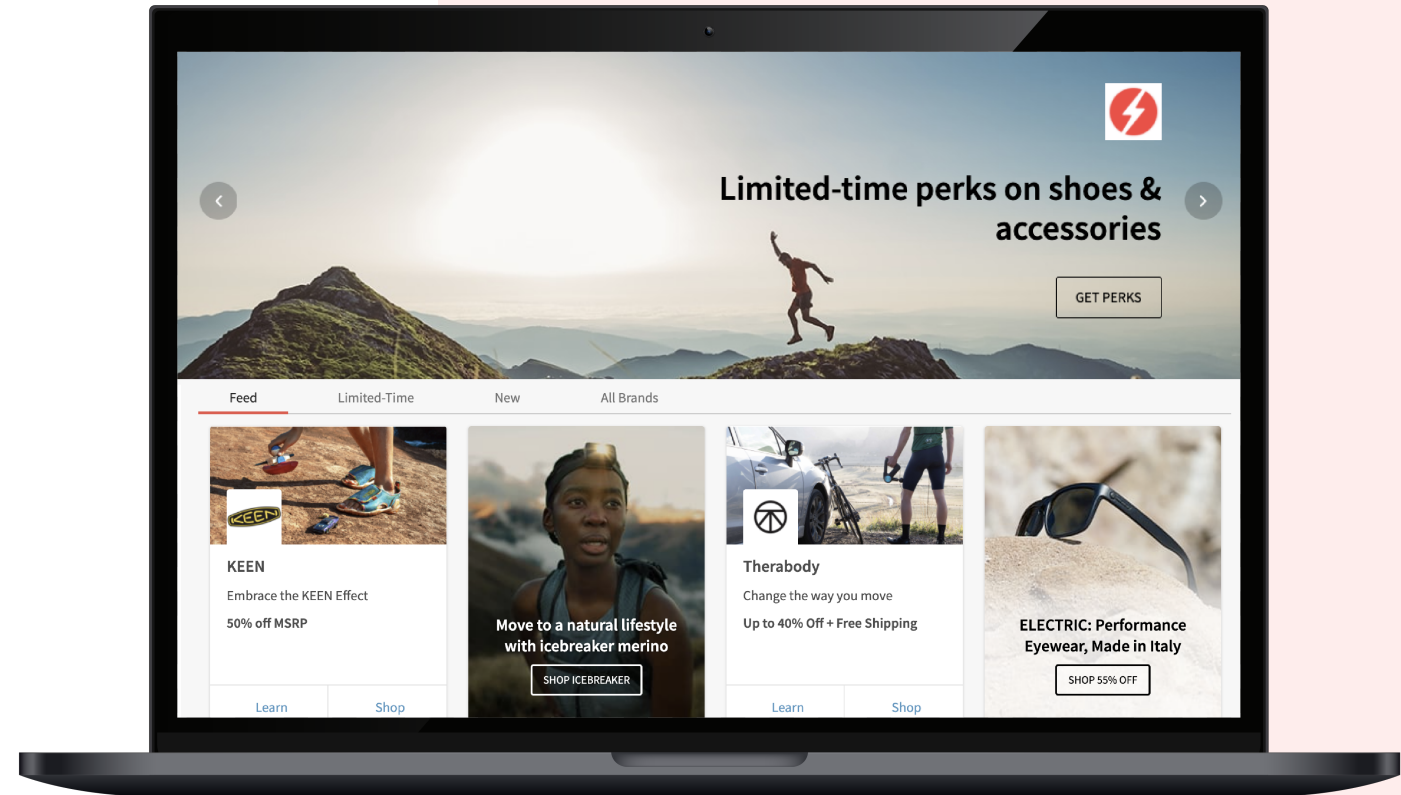
Emails

Desktop & mobile



Homepage Banners

2 per event



Newsletter Placement Options

PREMIUM PLACEMENT



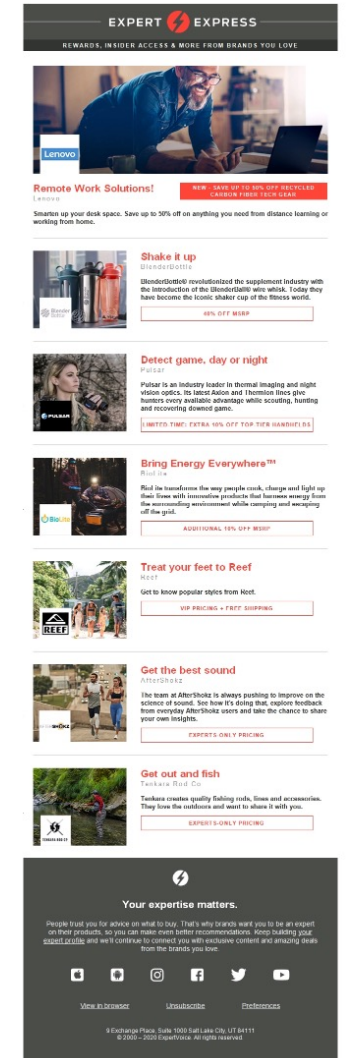
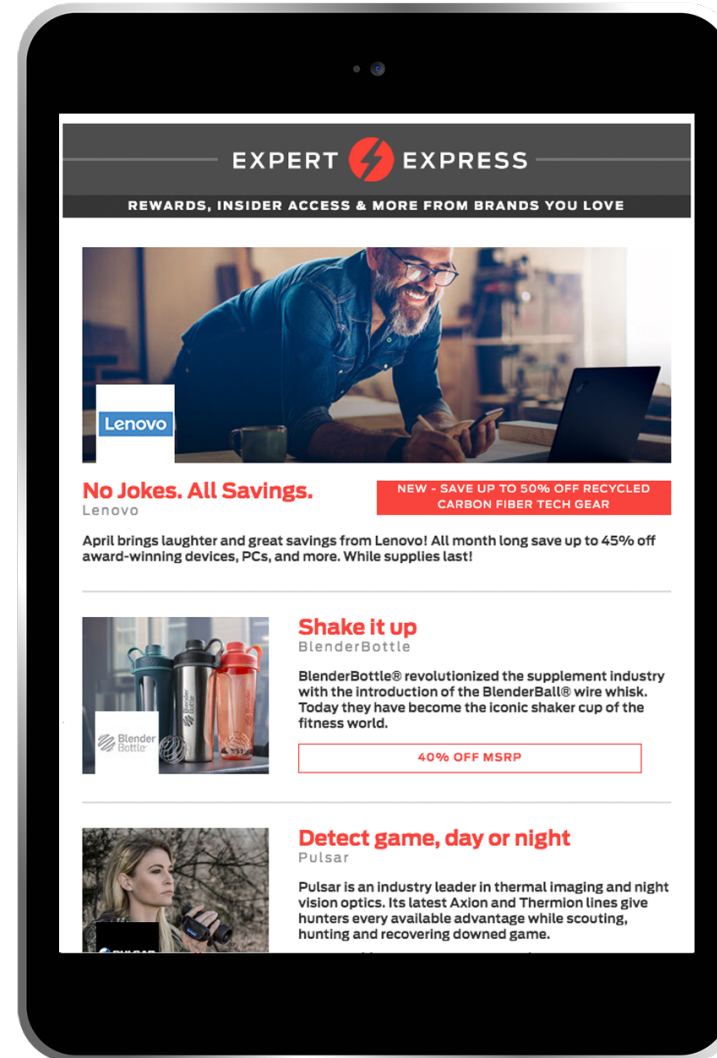
Increase brand awareness and drive traffic to your ExpertVoice brand page in the **top placement** of a dynamic newsletter.



13-17%
AVERAGE OPEN RATE



3-6%
CLICK-THRU RATE



Newsletter Placement Options

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%
CLICK-THRU RATE

EXPERT EXPRESS
REWARDS, INSIDER ACCESS & MORE FROM BRANDS YOU LOVE

Lenovo
No Jokes. All Savings. NEW - SAVE UP TO 50% OFF RECYCLED CARBON FIBER TECH GEAR

April brings laughter and great savings from Lenovo! All month long save up to 45% off award-winning devices, PCs, and more. While supplies last!

Shake it up
BlenderBottle
BlenderBottle® revolutionized the supplement industry with the introduction of the BlenderBall® wire whisk. Today they have become the iconic shaker cup of the fitness world.
40% OFF MSRP

Detect game, day or night
Pulsar
Pulsar is an industry leader in thermal imaging and night vision optics. Its latest Axion and Therman lines give hunters every available advantage while scouting, hunting and recovering downed game.

Bring Energy Everywhere™
Etekcity
Reef
Get the best sound
AfterShoke
Get out and fish
Taskara Red Co.

Your expertise matters.
People trust you for advice on what to buy. That's why brands want you to be an expert on their products, so you can make even better recommendations. Keep building your social media and we'll continue to connect you with exclusive content and amazing deals from the brands you love.

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EXPERT EXPRESS
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40% OFF MSRP

Detect game, day or night
Pulsar
Pulsar is an industry leader in thermal imaging and night vision optics. Its latest Axion and Therman lines give hunters every available advantage while scouting, hunting and recovering downed game.

Bring Energy Everywhere™
Etekcity
Reef
Get the best sound
AfterShoke
Get out and fish
Taskara Red Co.

Your expertise matters.
People trust you for advice on what to buy. That's why brands want you to be an expert on their products, so you can make even better recommendations. Keep building your social media and we'll continue to connect you with exclusive content and amazing deals from the brands you love.

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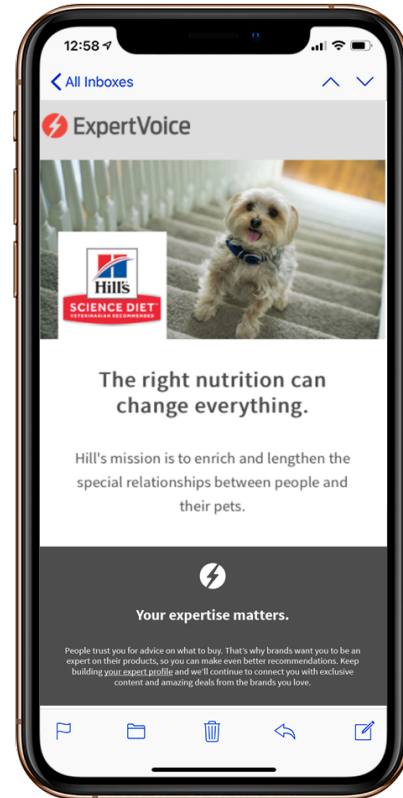
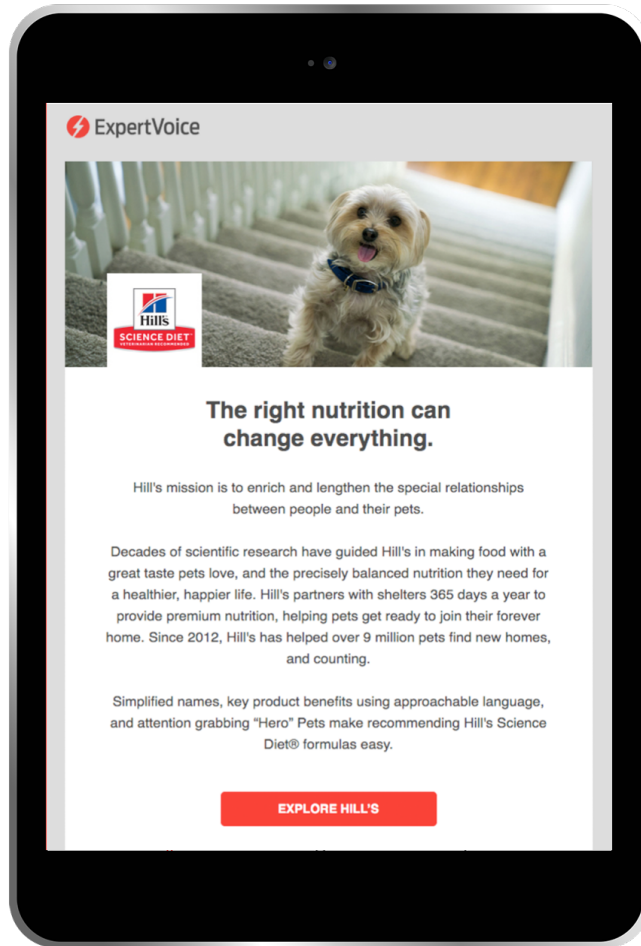


Brand-Dedicated Media



Brand-Dedicated Email

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



Recommended Supporting Media



Homepage Banner



Push Notification

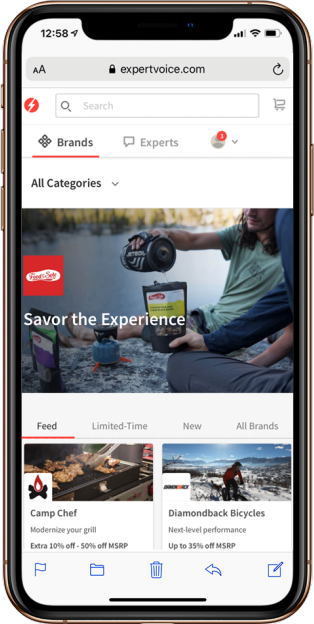
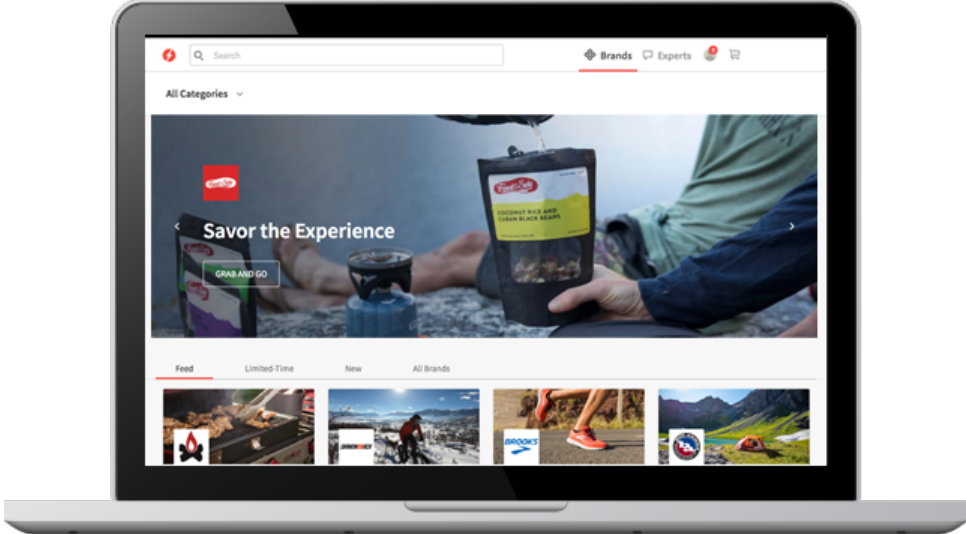


Premium Site Placement





Homepage Banner

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



A light pink rounded rectangular banner. On the left, a black mouse cursor icon points towards the right. On the right, the text "1.44%" is displayed in a large, bold, black font, with "CLICK-THRU RATE" in a smaller, black font below it.


Recommended Supporting Media

-  Brand-Dedicated Email
-  Push Notification
-  Premium Site Placement



Mobile Push Notification

Send a custom message across iOS and 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%**
CLICK-THRU RATE

Recommended Supporting Media

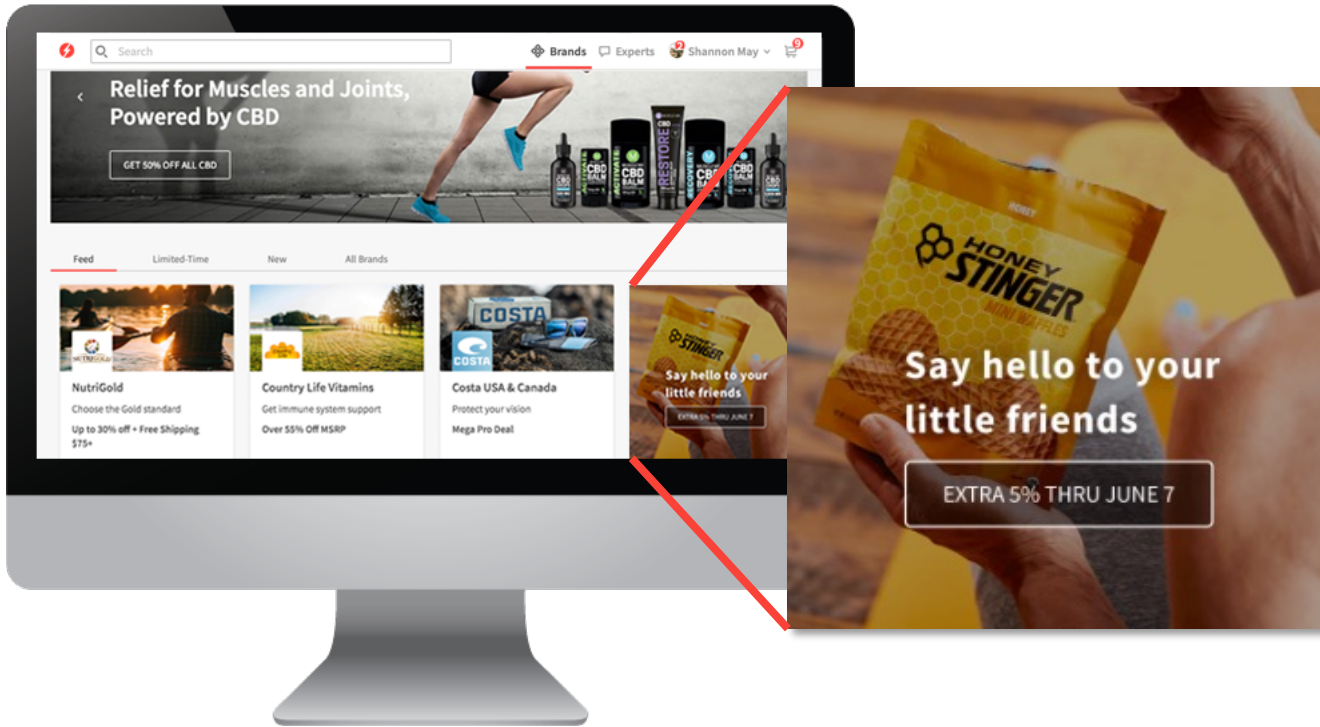
 Brand-Dedicated Email

 Homepage Banner



Premium Site Placement

Feature your brand in the main ExpertVoice feed with a seven-day prominent card placement targeting a custom audience.



Recommended Supporting Media



Brand-Dedicated
Email



Homepage
Banner



Push
Notification



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.