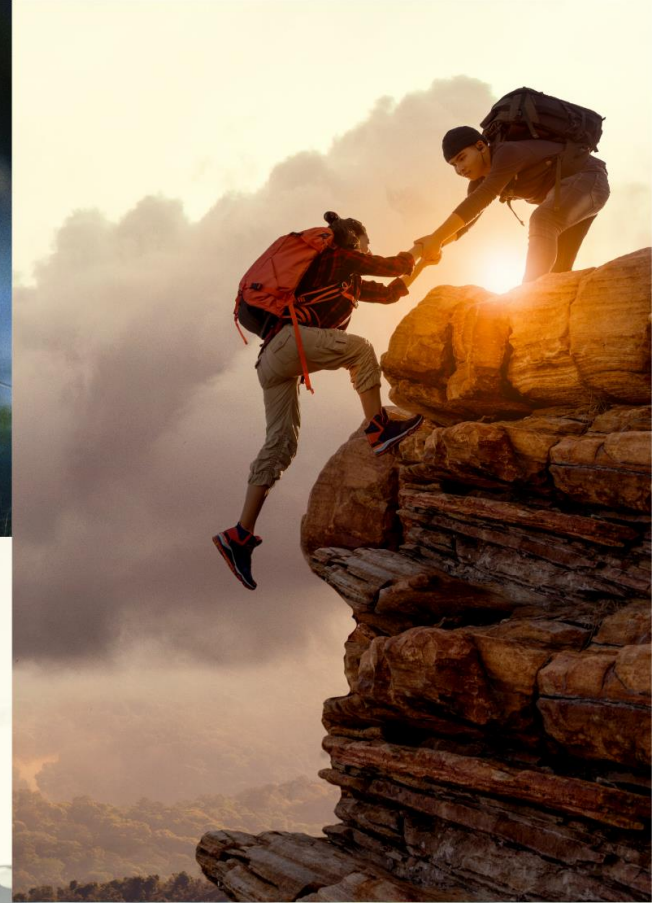




# 2023 Media Kit



# Audience Profile

**850,000**

Active Experts



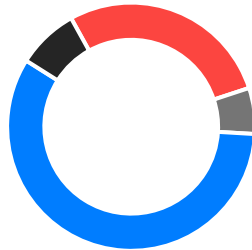
**96%**

United States

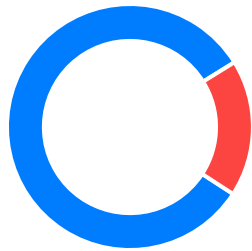


**4%**

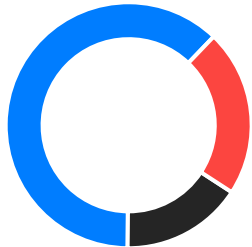
Canada



- 58% Pro
- 28% Retail
- 8% Affiliation Crossover
- 6% Enthusiasts



- 82% Male
- 18% Female



- 16% Age 18-25
- 62% Age 26-45
- 22% Age 46+

**The value  
of an expert:**

**\$140USD**

Average  
order value

**23**

Average  
Edu-games taken

**22**

Average  
brands visited

**5**

Average # of  
UGC published  
(per expert who posted UGC)

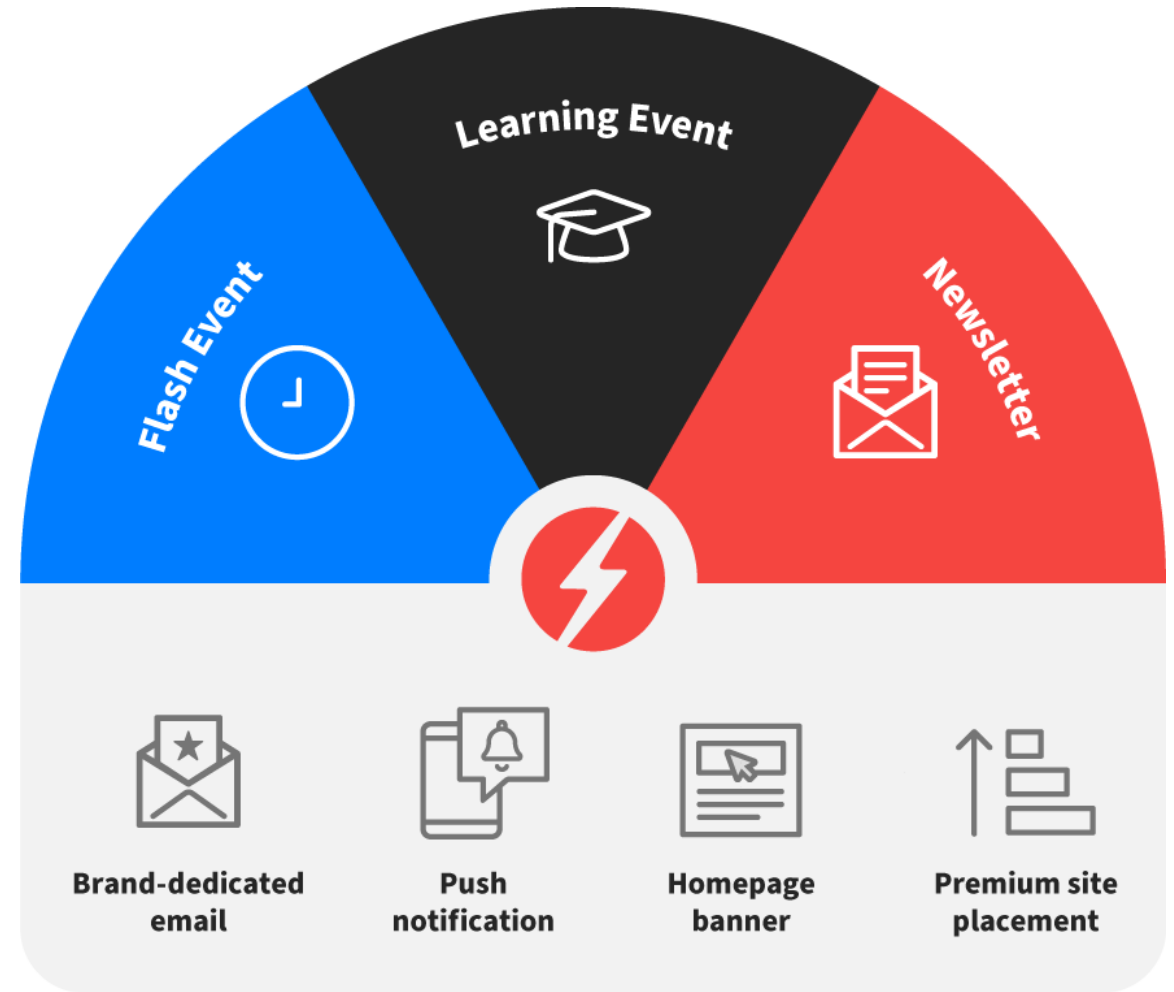
**2**

Average # of  
recommendations  
(per expert who published  
a recommendation)

# 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. 500+ brands are actively leveraging paid placements on the ExpertVoice platform.** Brands that participate in media see a 50% to 75% 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.



## Customer **Testimonials**

“

Regardless, **the brand-dedicated email was clearly what moved the needle!** We're interested in learning about opportunities for future placements there. Do you ever get remnant email slots like that? With what we got from that one media placement, we could almost shift our strategy to just 4 of those per year and that's it, and maybe generate more new customers and revenue than all other placement types combined!

”

- Robin Shelley, Cusa Tea & Coffee



## Customer **Testimonials**

“

I love these numbers; the **promotional media is clearly making a difference with engagement and orders**. I've shared these with our Chief Sales Officer, and he is really excited with what we are seeing. The ROI is clearly visible, and we are excited to continue doing more with ExpertVoice!

”

- **Shelby Smith, Life Seasons**



# 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*

**50%** **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 Premium site placement (reminder)*
- *1 Mobile push notification*
- *1 Campaign card*

**75%** **AVERAGE LIFT**  
in orders and order dollars

# 2023 Promotional Calendar

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Flash Events											
New Year, New Gear <i>1/3 – 1/9</i>	Recommend It Forward <i>1/31 – 2/6</i>	Spring <i>3/7 – 3/13</i>	Footwear & Accessories <i>4/4 – 4/10</i>	Summer Kickoff <i>5/23 – 5/29</i>	Get Outside <i>6/20 – 6/26</i>	On the Water <i>7/18 – 7/24</i>	End of Summer <i>8/8 – 8/14</i>	Expert Appreciation <i>9/5 – 9/11</i>	Stock Your Gear Closet <i>10/3 – 10/9</i>	Veterans Day <i>11/9 – 11/11</i>  Black Friday <i>11/24 – 11/26</i>	Cyber Week <i>11/27 – 12/3</i>  End of Year <i>12/5 – 12/11</i>

Learning Events											
	Shooting Sports <sup>1</sup> <i>2/13 – 2/26</i>	Naturals <sup>2</sup> <i>3/20 – 4/2</i>	Outdoor <i>4/17 – 4/30</i>	Bike <i>5/8 – 5/21</i>	Tactical <sup>1</sup> <i>6/5 – 6/18</i>	Naturals <sup>2</sup> <i>7/3 – 7/16</i>	Pet <sup>3</sup> <i>8/21 – 9/3</i>	Hunt <sup>1</sup> <i>9/18 – 10/1</i>	Winter Sports <i>10/16 – 10/29</i>  Naturals <i>10/16 – 10/29</i>		

<sup>1</sup> Hunt & Tactical audience, <sup>2</sup> Naturals audience, <sup>3</sup> Pet audience



# 2023 Naturals Promotional Calendar

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Newsletters											
Retail Audience	Retail Audience		Retail Audience	Retail Audience		Retail Audience	Retail Audience	Retail Audience		Retail Audience	Retail Audience
1/13	2/10		4/14	5/5		7/7	8/4	9/15		11/3	12/15
Learning Events											
		Naturals			Naturals				Naturals		
		3/20 – 4/2			7/3 – 7/16				10/16 – 10/29		

# 2023 Pet Promotional Calendar

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Newsletters											
		Retail & Pro 3/3			Retail & Pro 6/2				Retail & Pro 10/13		
Learning Events											
							Pet 8/21 – 9/3				

# 2023 Category Newsletter – Industry Specific

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Newsletters											
<div><div>Naturals Retail Audience</div><div>1/13</div><div>Fitness Retail &amp; Pro</div><div>1/27</div></div>	<div><div>Naturals Retail Audience</div><div>2/10</div><div>Golf Retail &amp; Pro</div><div>2/17</div></div>	<div><div>Pet Retail &amp; Pro</div><div>3/3</div><div>Winter Sports Retail &amp; Pro</div><div>3/17</div></div>	<div><div>Naturals Retail Audience</div><div>4/14</div></div>	<div><div>Naturals Retail Audience</div><div>5/5</div></div>	<div><div>Pet Retail &amp; Pro</div><div>6/2</div></div>	<div><div>Naturals Retail Audience</div><div>7/7</div></div>	<div><div>Naturals Retail Audience</div><div>8/4</div></div>	<div><div>Naturals Retail Audience</div><div>9/15</div></div>	<div><div>Pet Retail &amp; Pro</div><div>10/13</div></div>	<div><div>Naturals Retail Audience</div><div>11/3</div></div>	<div><div>Naturals Retail Audience</div><div>12/15</div></div>

# Learning Event

Included promotions

Campaign Card

### Diamondback Bicycles

Diamondback has a bike for virtually any terrain or riding discipline you desire, whether you're pedaling along flowing trails in the woods, pushing up a steep canyon road or exploring gravel backroads.

Follow

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 Diamondback Bicycles Edu-Games to get certified.

Diamondback Bicycles

Tackle roads and trails

Up to 20% off MSRP

LearnShop

New in outdoor gear

It's getting warmer and it's time to start getting outside. Get to know the latest gear and features so...

Details

Top Products

Out of Stock

Out of Stock

Out of Stock

Landing Page

### Gear up to head out.

New in outdoor gear

It's getting warmer and it's time to start getting outside. Get to know the latest gear and features so you're prepared to get out there. Jump into this expert-only learning event from now until May 1.

Nuun

Hydrate your day

60% off MSRP

LearnShop

SPY Optic

SPY+ Rebar

Extra 10% off - Up to 60% off

LearnShop

Garmin

Sports & Fitness

20% off Sports Fitness + Free Shipping

LearnShop

ExpertVoice

Guide to national parks

Learn

Suunto

Ready for any adventure

Up to 40% off MSRP

LearnShop

High Society Freeride Company

Just add water

Up to 60% off MSRP + Free Shipping

LearnShop

Ariat

Experience Ariat tech

60% off MSRP + Free Shipping

LearnShop

LifeStraw

Peak Filtration

30% off MSRP + Free Shipping

LearnShop

Topo Designs

For anywhere on your map

10% off MSRP

LearnShop

Features

Move better

50% off MSRP

LearnShop

Nikwax

Stay dry

40% off MSRP + Free Shipping \$50+

Shop

Icebreaker US

Still wearing plastic?

40% off MSRP + Free Shipping \$150+

LearnShop

Event Push Notification

A smartphone screen showing a push notification. The notification has a red lightning bolt icon and the text: "EXPERT VOICE EXTRA SAVINGS: Enjoy even more perks from top fitness brands so you can start the new year off strong. Now through 1/13." The background of the phone is a scenic mountain landscape.

12


# Learning Event

Included promotions (continued)

INSIDER KNOWLEDGE

From ExpertVoice

Allison




# Gear up to get out

Expert learning event  
4/18 - 5/1

Riley C.


It doesn't matter what the groundhog says. It's getting warmer and it's time to start getting outside. Get to know the latest gear and features so you're prepared to get out there. Jump into this expert-only learning event from now until May 1.


START LEARNING





### 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.











View in browser

Unsubscribe

Preferences

9 Exchange Place, Suite 1000 Salt Lake City, UT 84111


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Emails  
Desktop & mobile

INSIDER KNOWLEDGE

From ExpertVoice

Allison



# Gear up to get out

Expert learning event  
4/18 - 5/1

Riley C.


It doesn't matter what the groundhog says. It's getting warmer and it's time to start getting outside. Get to know the latest gear and features so you're prepared to get out there. Jump into this expert-only learning event from now until May 1.

START LEARNING

Homepage Banner

Search


Brands Experts Shop Me





## See the latest in outdoor gear & more


CHECK IT OUT


All my brands


Stanley

Head Bikes


Danco

Danco

Gator


Hest

New & recently updated



### New in outdoor gear


It's getting warmer and it's time to start getting outside. Get to know the latest gear and features so you're prepared to get out there. Jump into this expert-only learning event from now until May 1.



### 4Core Nutrition

Feed better, play better

40% off MSRP + Free Shipping




### Manuka Health

Your wellness wingman

40% off MSRP + Free Shipping


Suggested for you



### Head Bike USA

Committed to quality


40% off MSRP + Free Shipping



### Danco HomeWorks

On floor of what you love


Up to 40% off + Free Shipping



### Danco

Exclusive product testing

Exclusive Product Access




### Gator Bikes

Get up for any adventure

Extra 20% off Biking Bikes


Featured



### Get rewarded

Learn pet food basics from Hest's


STANLEY STANLEY



### Still wearing plastic?


Shop 100% natural apparel!

100% NATURAL



### Achieve your biggest goals

GET LOST ADVICE




### Outdoor learning event

End May 1

START NOW

Premium Site Placement (PSP)

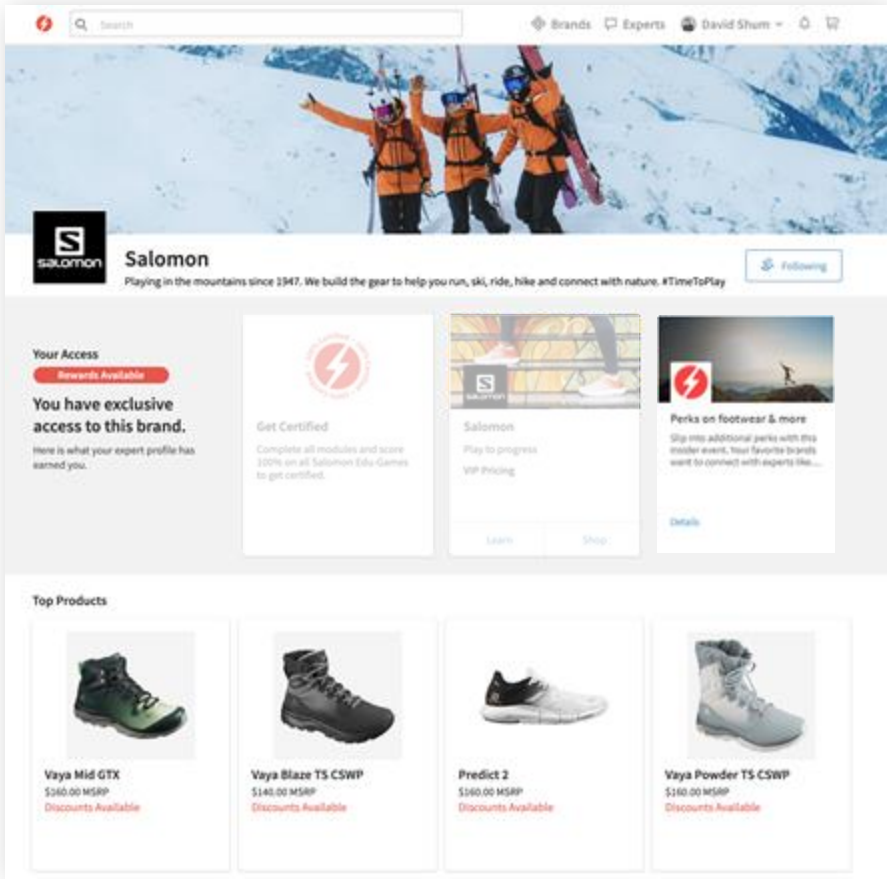
13 



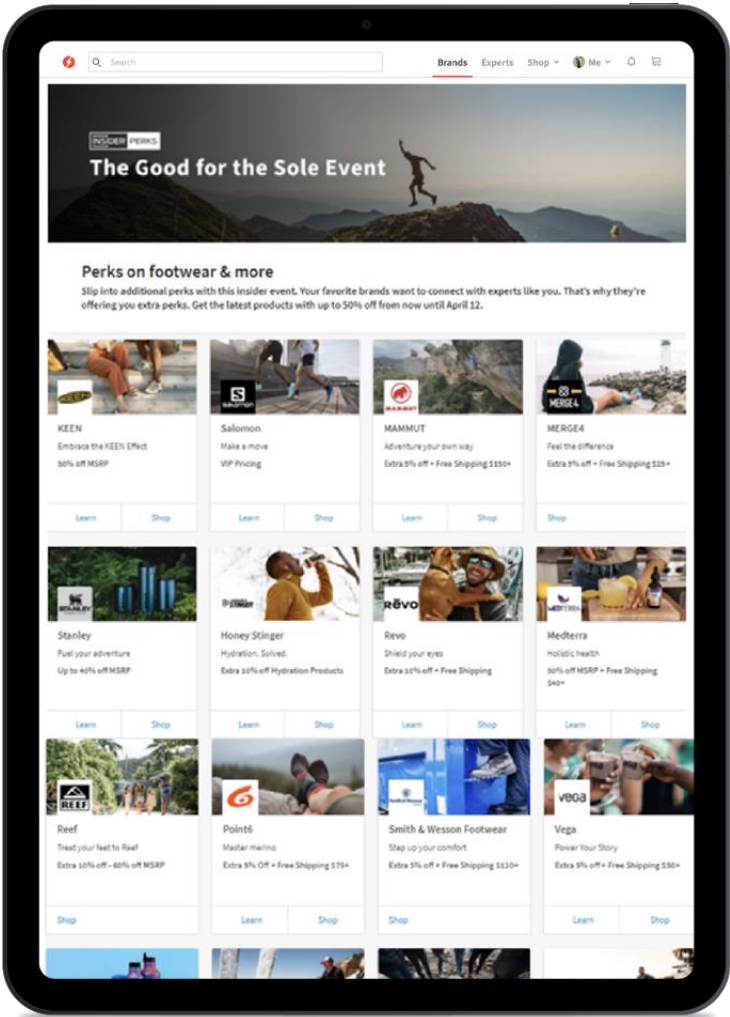
# Flash Event

Included promotions

Campaign Card



Landing Page

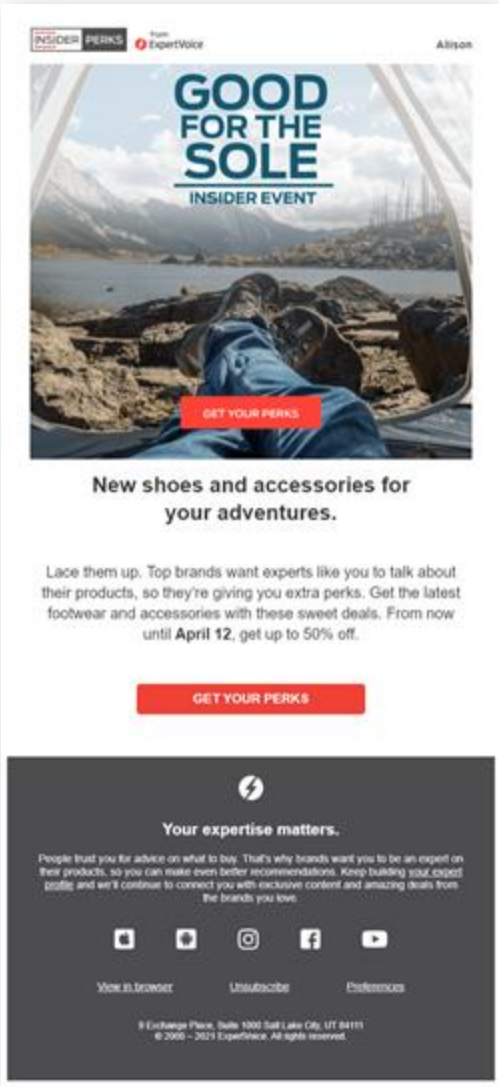


Push Notification



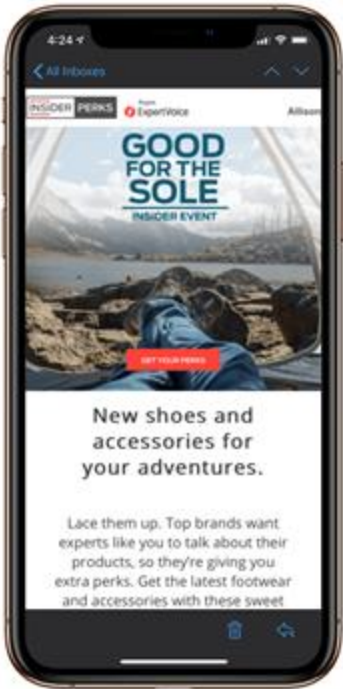
# Flash Event

Included promotions (continued)



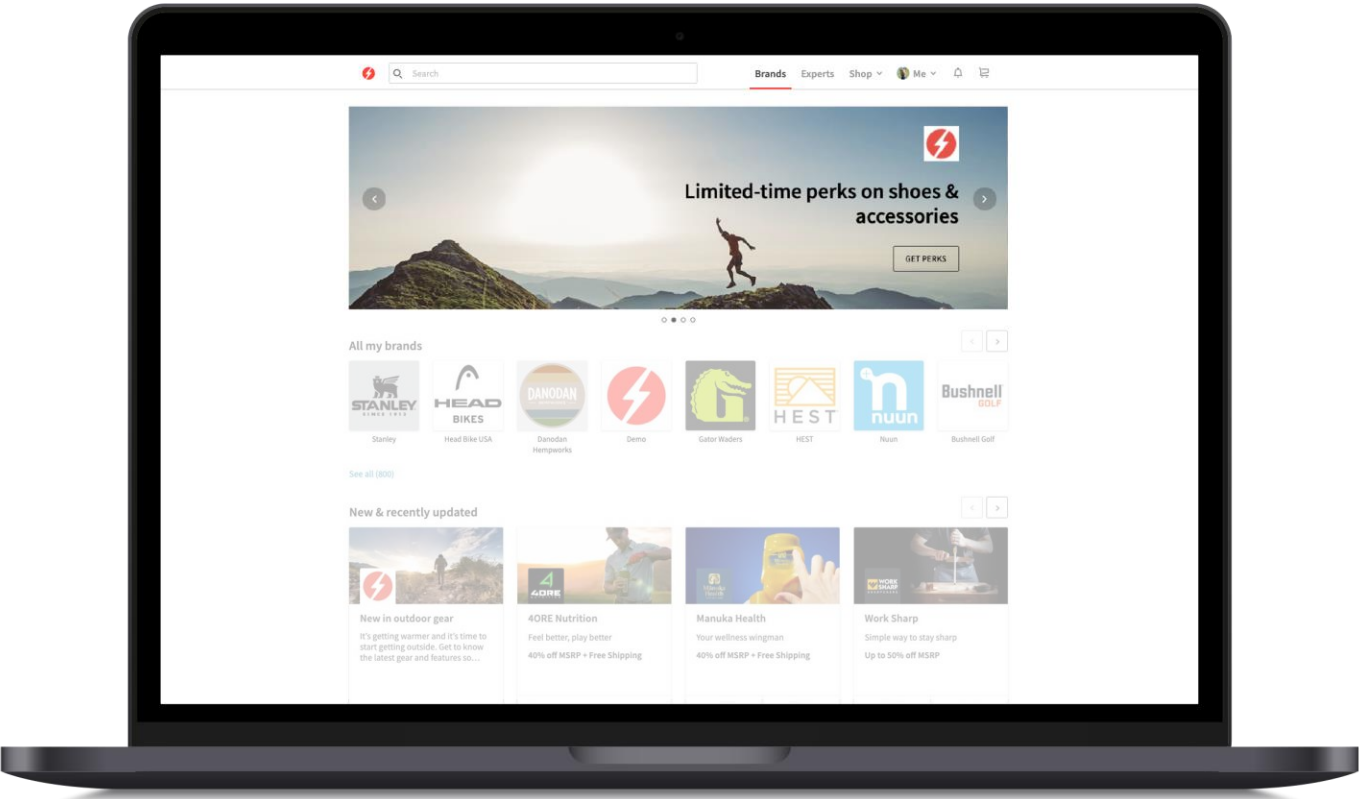
## Emails

Desktop & mobile



## Homepage Banners

2 per event



# Newsletter Placement Options

## Premium placement

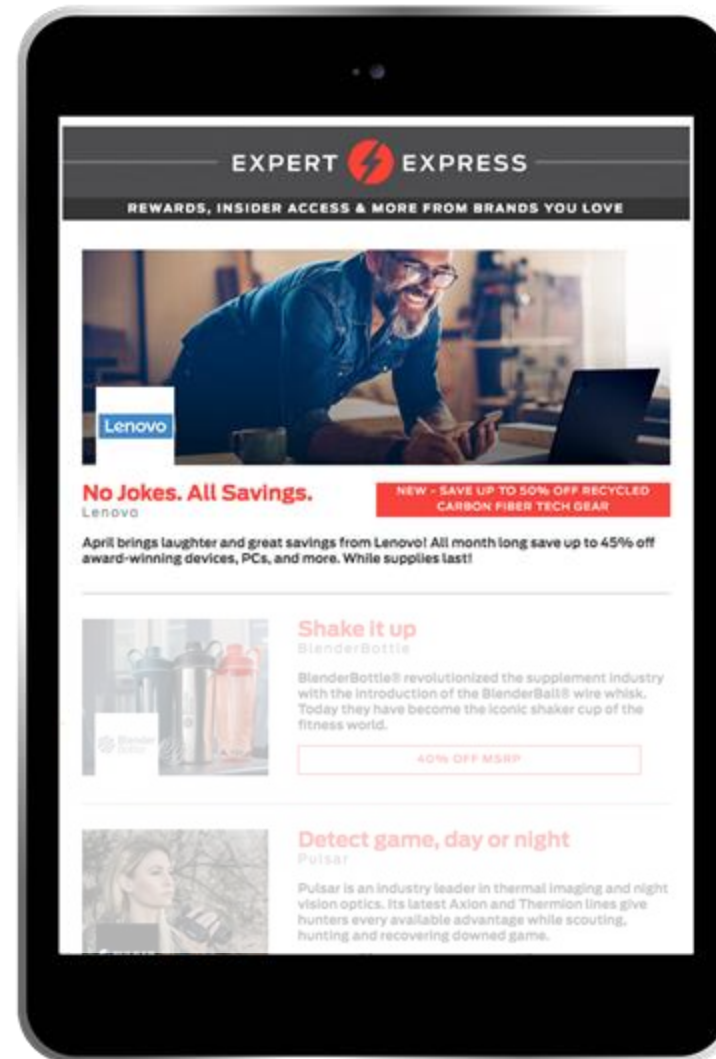


Increase brand awareness and drive traffic to your ExpertVoice brand page in the **top placement** of a dynamic newsletter.



# 3-6%

CLICK-THRU RATE





# Newsletter Placement Options

## In-line placement

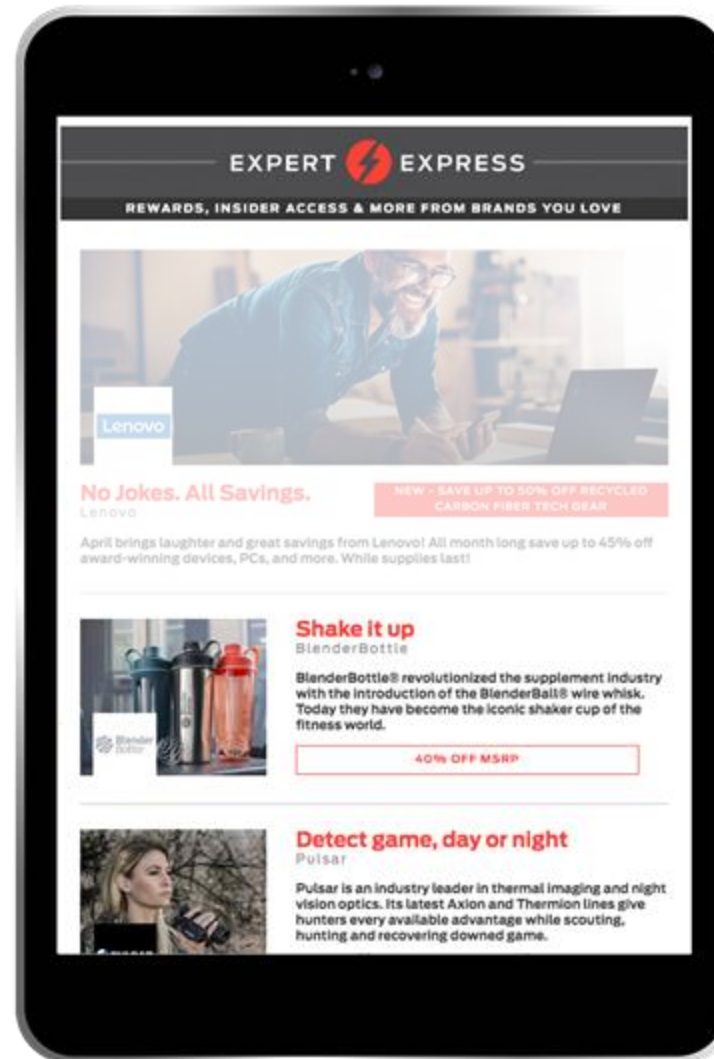


Increase brand awareness and drive traffic to your ExpertVoice brand page **below the premium placement** of a dynamic newsletter.



# 2-4%

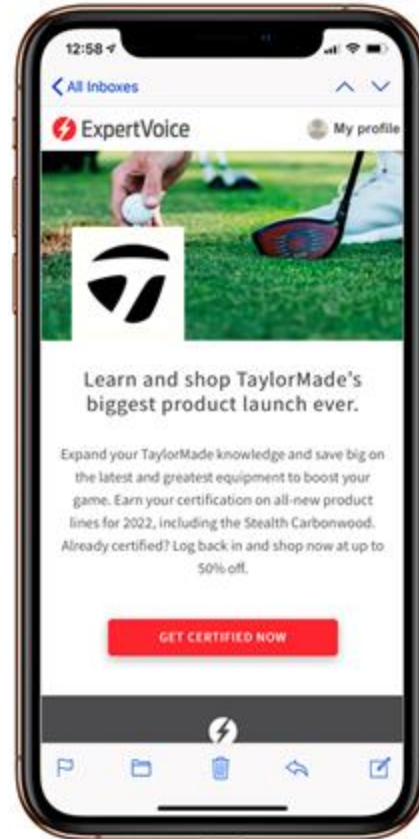
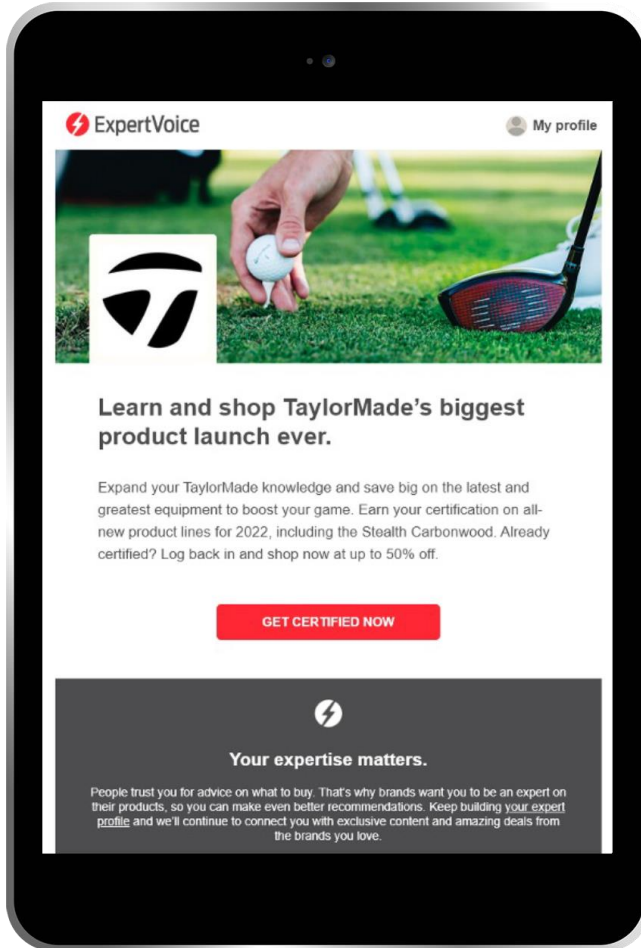
Click-thru rate



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.



**0.8-2.5%**

Click-thru rate

## Recommended supporting media:



Homepage  
banner



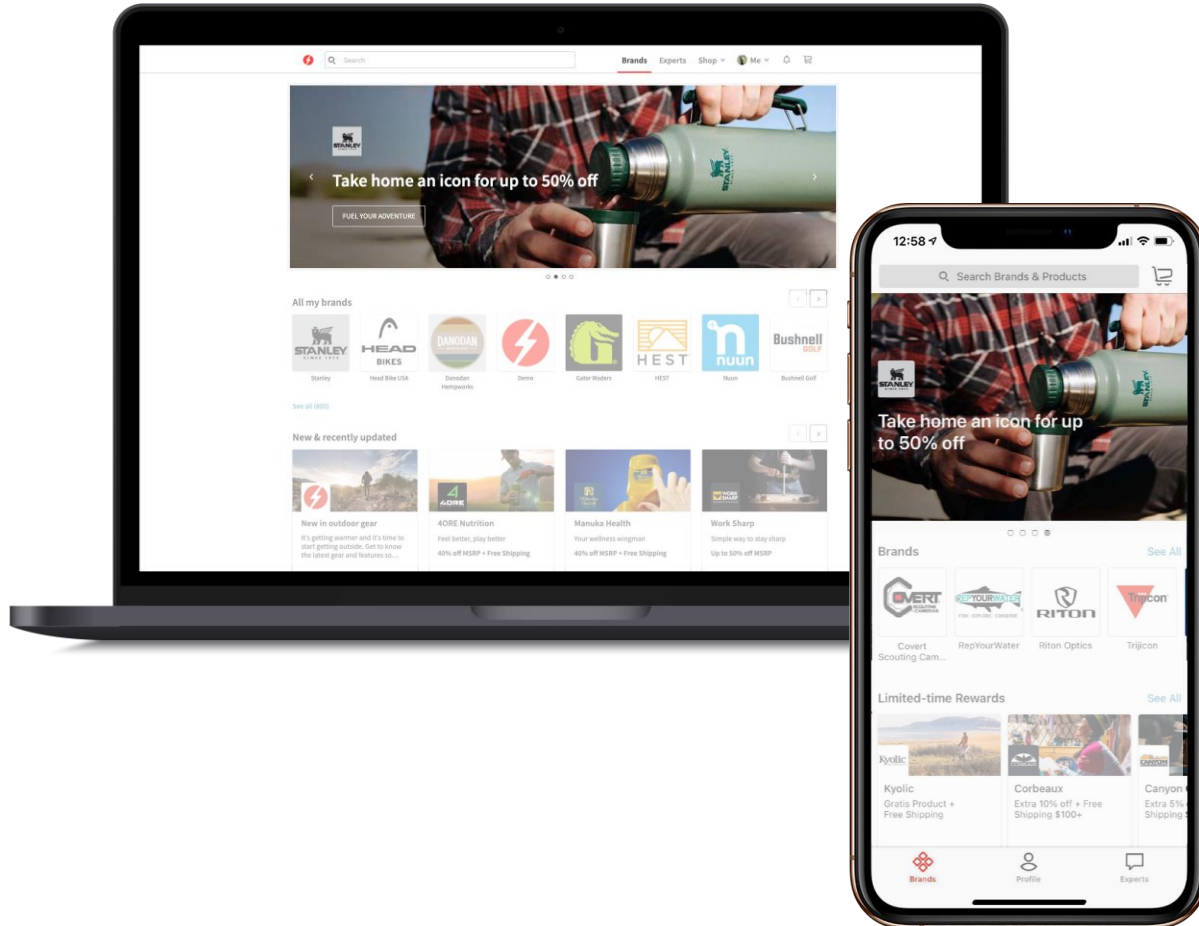
Push  
notification



Premium site  
placement

# Homepage **Banner**

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



**2-6%**  
Click-thru rate

## Recommended supporting media:



Brand-dedicated  
email



Push  
notification

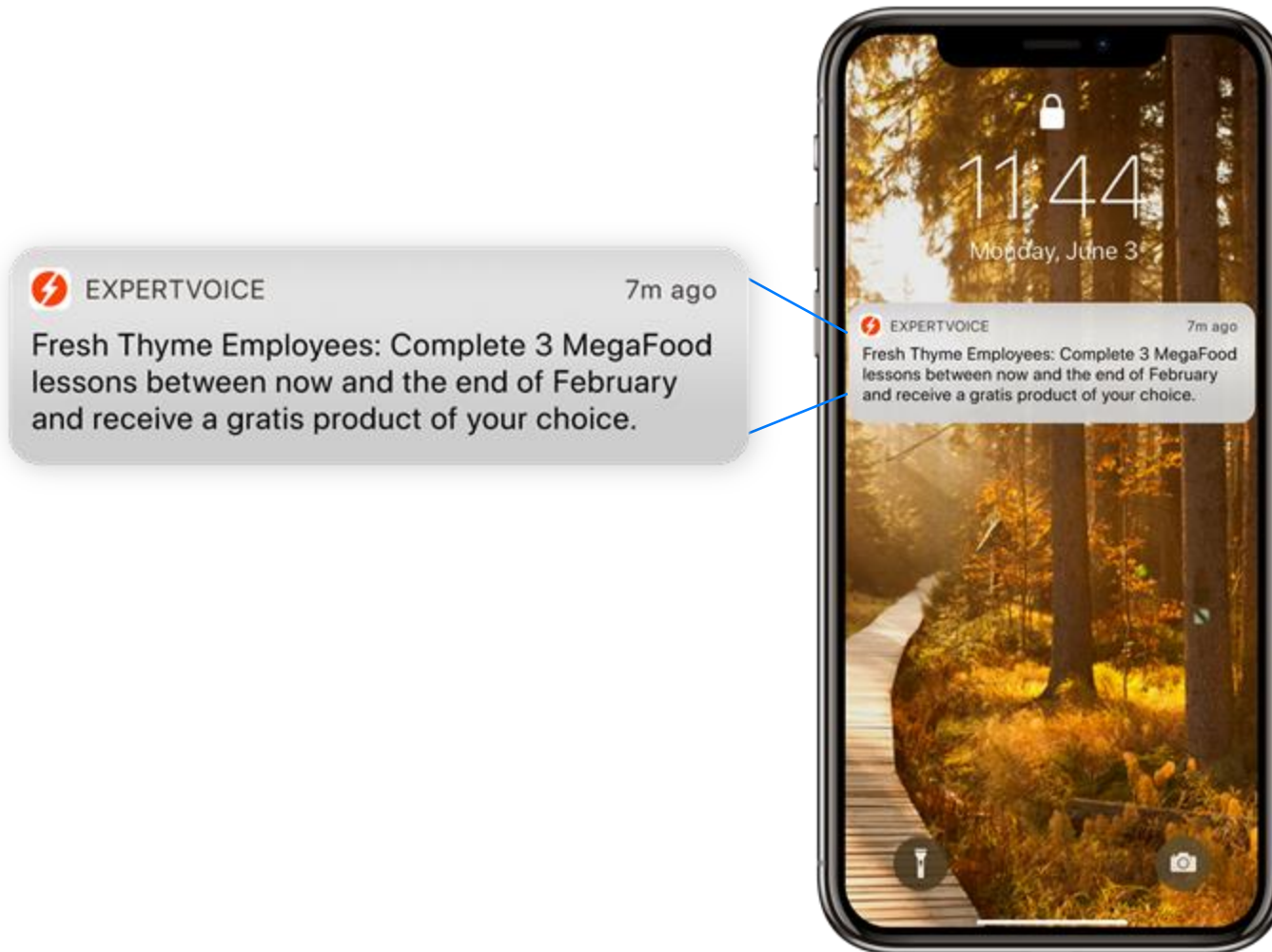


Premium site  
placement



# Mobile **Push Notification**

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



**1.8-3%**

Click-thru rate

**Recommended supporting media:**



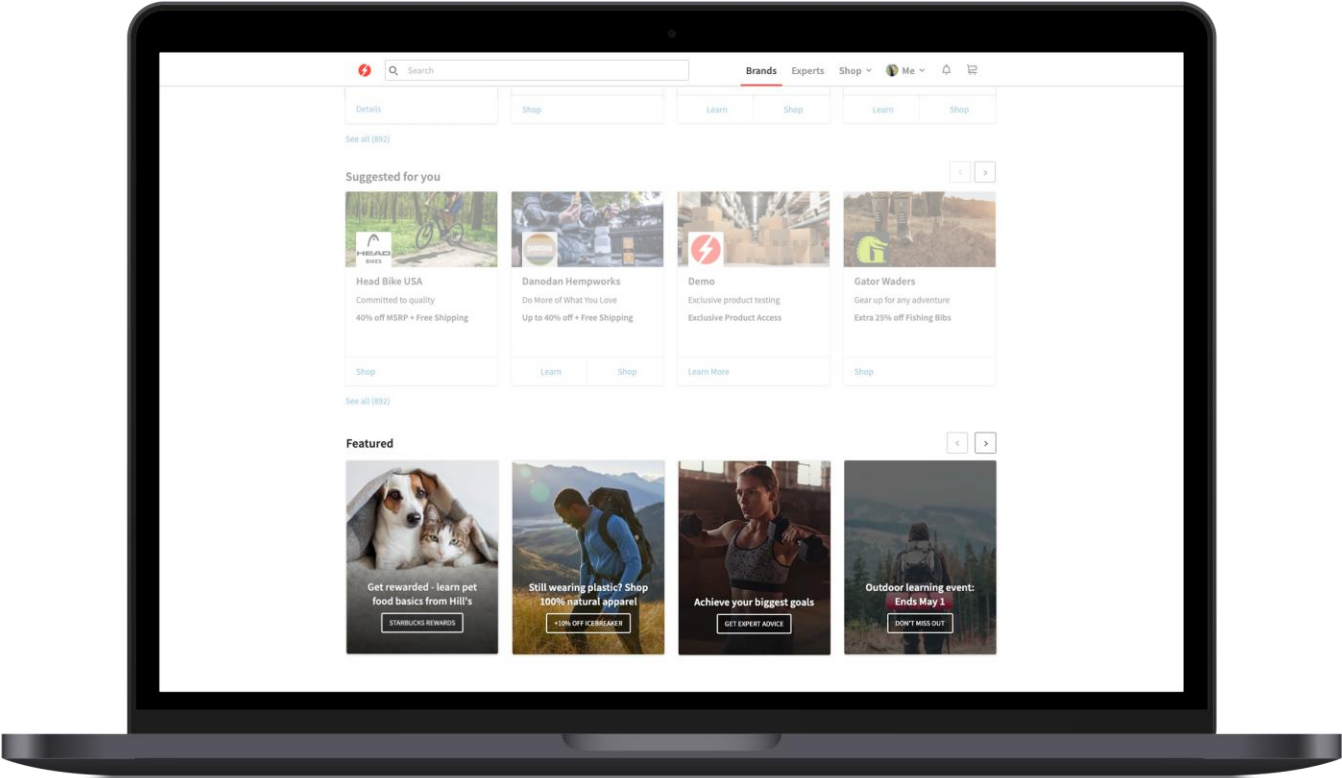
Brand-dedicated  
email




Homepage  
banner

# Premium Site Placement

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







0.6-1%

Click-thru rate


## Recommended supporting media:



Brand-dedicated email



Homepage banner



Push notification

# Discount rate for new client packages





# Promotional **Media Packages**

## Discovery & awareness

For brands new to the platform, introduce more experts to your brand and start gathering recommendation.

- **1 Flash Event**
- **1 Premium Site Placement (PSP)**
- **1 Newsletter**

*\*Use within 12 months of launch*

## Education & awareness

Introduce more experts to your brand and increase the quality of recommendations about your brand.

- **2-3 Brand-Dedicated Events**
- **1 Learning Event**
- **1 Newsletter**

## Education & sales

Increase the quantity and quality of recommendations about your brand.

- **1 Brand-Dedicated Email**
- **1 Premium Site Placement (PSP)**
- **1 Flash Event**
- **1 Newsletter or Push Notification**

## Sales accelerator

Increase the quantity of recommendations about your brand.

- **2 Flash Events**

**Recommended for all NEW ExpertVoice brands**, in particular those that have scheduled content or incentives to share with their target audience.

**\* Based on their solution, add an additional or different package that better fits their goals.**



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

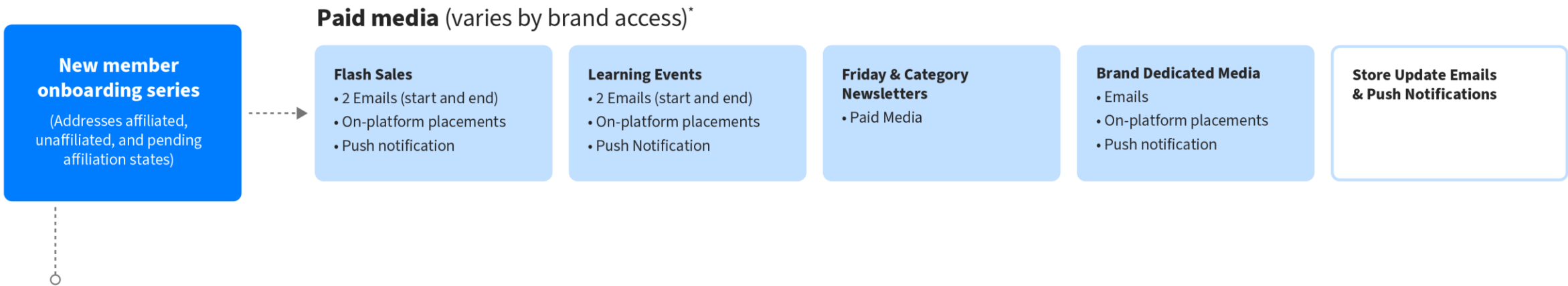
For more information, contact your Account Executive for details on available promotional media placements and specification sheets with up-to-date requirements for each media type.



# Appendix

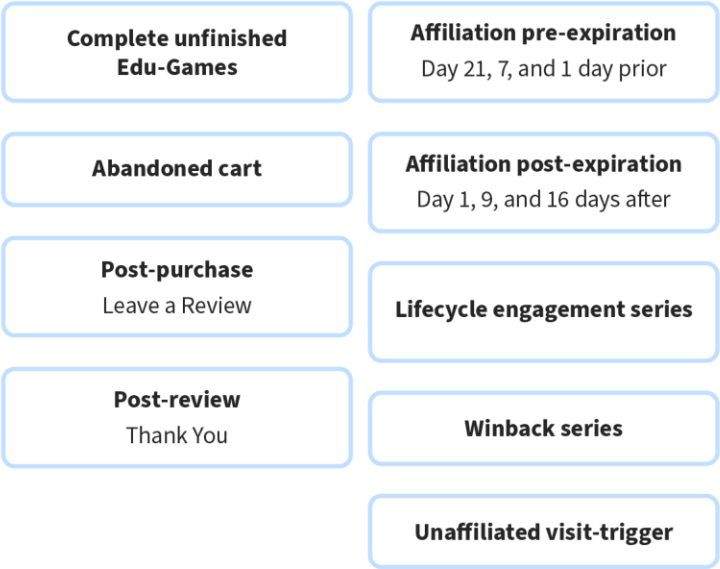


# CRM Journey Map



## Lifecycle

Touchpoints aimed at maintaining expert monetized engagement and affiliation



## Signal-Driven

Based on site behavior



## Weekly Dynamic Newsletters

Features campaigns, automated and dynamic by expert access

Wednesday	Thursday	Saturday	Sunday
New & updated campaigns	Past interacted brands  Retail sold in store (every 6 weeks)	New & updated campaigns	New & updated campaigns