



2024 Media Kit



An Audience of Experts



850K

Active Experts



80K+

Retailers & Associations



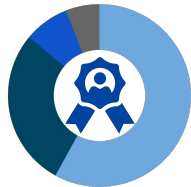
39%

have kids under 18 at home

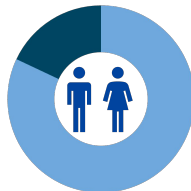


40%

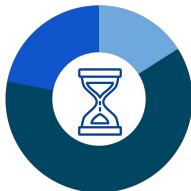
have household income over \$100k



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



- 82% Male
- 18% Female



- 14% Age 18-25
- 62% Age 26-45
- 23% Age 46+

The value of an expert:



\$150

Average
order value



24

Average
lessons taken

19

Average
brands visited

5

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

2

Average # of product
reviews
(per expert who published
a recommendation)

Promotional Media that Delivers Results

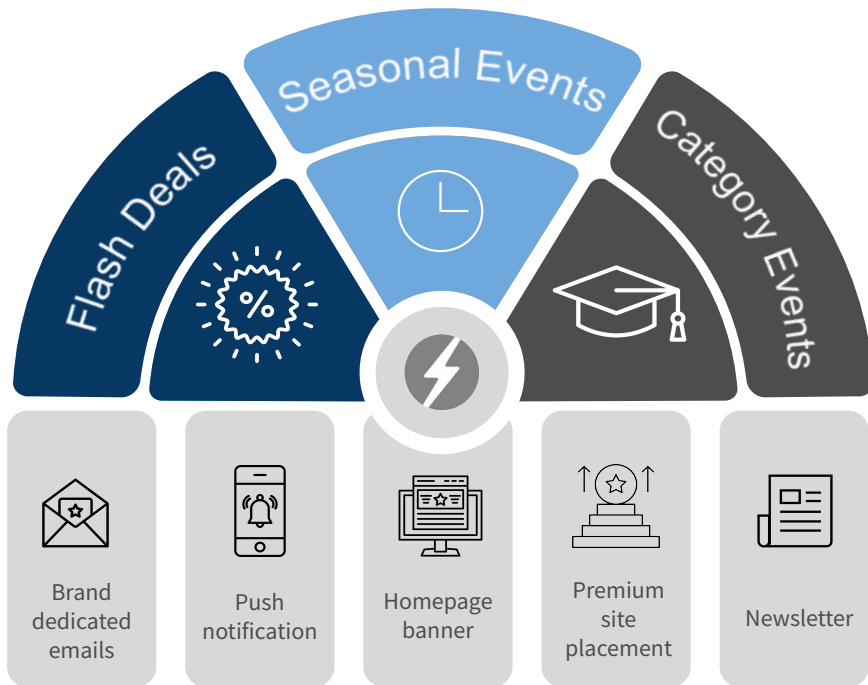
Leverage the power of promotional media to drive first hand product experience and reviews.

Hundreds of brands are actively leveraging paid media with ExpertVoice. Brands that participate see a

1.5-2x lift

on average in expert engagements and orders.

Book your tailored promotional media today. Inventory is limited.



Proven brand success leveraging promotional media

"ExpertVoice Flash Deals have been a great way to strategically seed product to the experts that will use, review, and recommend our gear."



Ryan Donk
Digital Program
Manager

"Mammut has been working with ExpertVoice for over 5 years to build and scale our advocacy program. We've leveraged email, push, and other onsite promotions aligned with our key product launches and marketing initiatives to boost awareness and engagement across hundreds of experts. And the results speak for themselves, last year our sales increased up to approximately 500% over our baseline when running promo media!"



Maddie Petry
VP Marketing, N.A.

"While we couldn't use all of the media offerings you have due to budget constraints, what we did do, especially the Flash Deal, worked! We saw an increase in sales of over 1,000% during our promotion."

Jeremy Cooley
Operations Manager



"Thanks to ExpertVoice paid media opportunities, we have not only made our money back for the cost of the platform, but with being in front of the right audience, we now have new returning experts."

Kala Evans
Community & Events Manager



Multi-Brand Campaigns

Multi-Brand Campaigns that generate exposure and demand

Position your brand alongside your competitors and during key shopping periods.

Seasonal Events



Drive substantial product seeding by offering experts an additional incentive during a *limited-time* insider event. Campaign promotions include:

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

136% Average lift in sales

Category Events



Educate experts on your brand's latest content and reward them with limited-time offers during a *one-week category-focused* campaign. Campaign promotions include:

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

100% Average lift in sales



2024 Promotional Calendar

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

Seasonal Events

New Year, New Gear 1/3 - 1/9	Presidents Day 2/14 - 2/20	Spring 3/13 - 3/19	Earth Day / Sustainability 4/24 - 4/30	Summer Kickoff / Memorial Day 5/22 - 5/28	Get Outside 6/19 - 6/25	Made in the USA 7/17 - 7/23	End of Summer 8/7 - 8/13	Labor Day 8/28 - 9/3	Expert Appreciation 10/2 - 10/8	Veterans Day 11/11 - 11/13 Black Friday 11/29 - 12/1	Cyber Week 12/2 - 12/8 End of Year 12/11 - 12/17
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Category Events

Fitness 1/17 - 1/23	Shooting Sports¹ 2/7 - 2/13	Naturals² 3/27 - 4/2	Outdoor 4/10 - 4/16	Bike 5/8 - 5/14	Tactical¹ 6/5 - 6/11	Naturals² 7/3 - 7/9	Pet³ 8/14 - 8/20	Hunt & Fish¹ 9/11 - 9/17	Naturals² 10/16 - 10/22	Winter Sports 10/30 - 11/5	
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¹ Hunt & Tactical audience targeting ² Naturals audience targeting, ³ Pet audience targeting



2024 Naturals Promotional Calendar



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Newsletters

Retail 1/26	Retail 2/23		Retail 4/19	Retail 5/17		Retail 7/26	Retail 8/23	Retail 9/27		Retail 11/22	Retail 12/20
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Category Events

		Naturals 3/27 - 4/2				Naturals 7/3 - 7/9			Naturals 10/16 - 10/22		
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2024 Pet Promotional Calendar



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Newsletters

		Retail & Pro <i>3/8</i>			Retail & Pro <i>6/14</i>				Retail & Pro <i>10/25</i>		
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Category Events

							Pet <i>8/14 – 8/20</i>				
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2024 Golf Promotional Calendar



JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

Brand Dedicated Emails

Retail
& Pro

3/21

Retail
& Pro

5/19

Retail
& Pro

7/10

Retail
& Pro

10/24

Homepage Banners

Retail
& Pro

3/4 - 3/10

Retail
& Pro

5/13 - 5/19

Retail
& Pro

7/22 - 7/28

Retail
& Pro

10/7 - 10/13

Push Notifications (Native App)

Retail
& Pro

2/14

Retail
& Pro

4/24

Retail
& Pro

6/13

Retail
& Pro

8/5

*Reserved inventory specific for Golf brands, but Golf not limited to the inventory above

Confidential, ExpertVoice 2023.

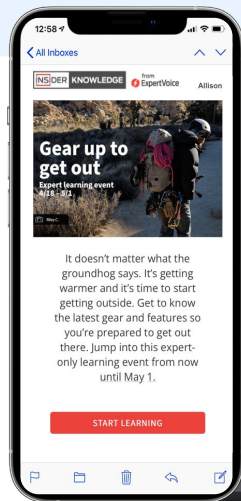


Category Events for education

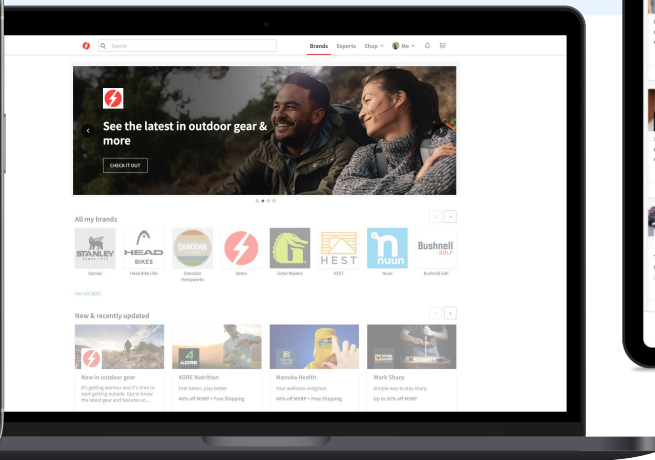
Leverage category-focused topics to educate experts on your brand and drive awareness.

117% average lift
in lessons passed

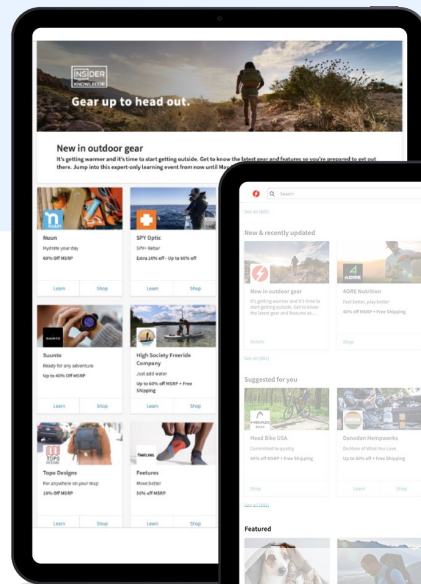
100% average lift
in sales



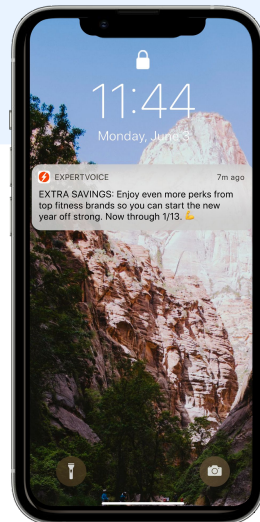
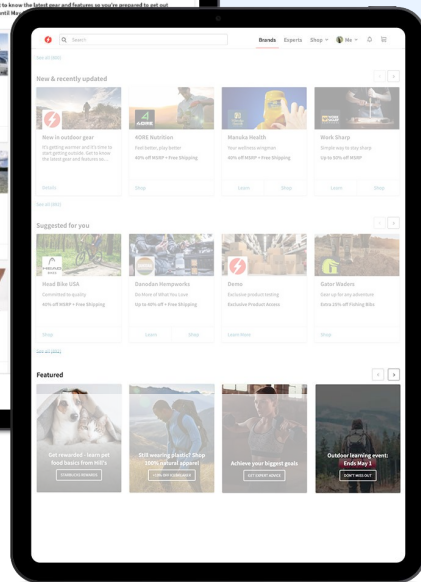
Email



Homepage Banner



Landing Page



Push Notification

Premium Site Placement

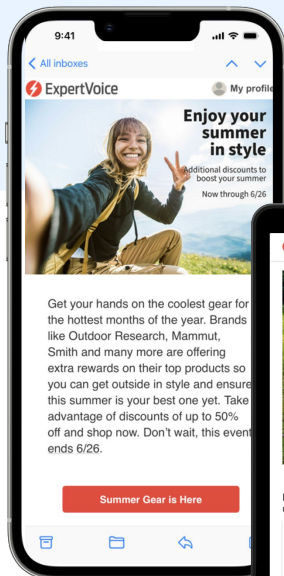


Seasonal Events for seeding

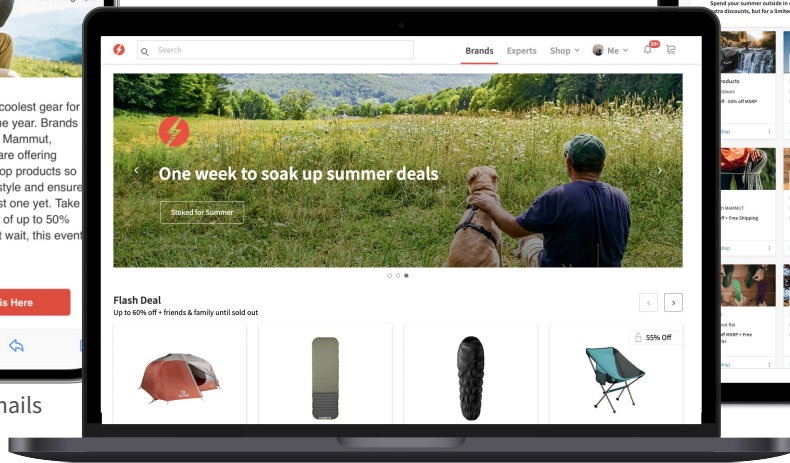
Leverage key seasonal timing to boost sales.

100% average lift
in lessons passed

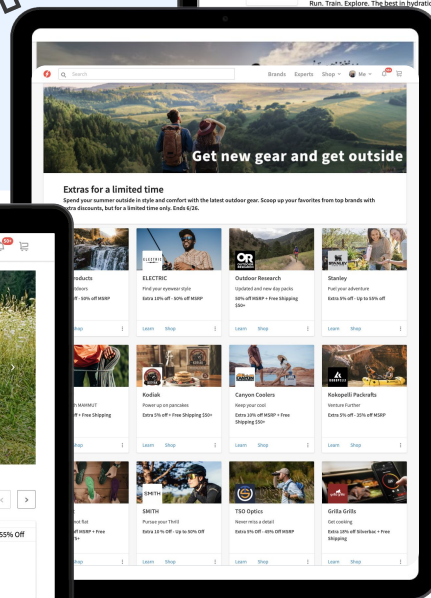
136% average lift
in sales



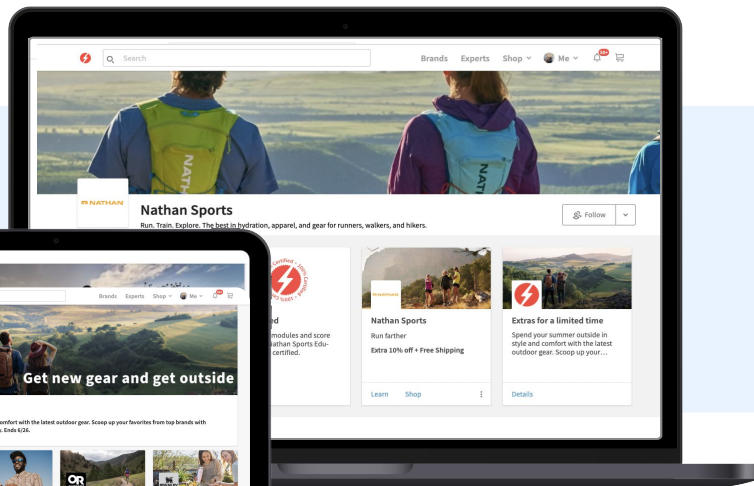
Event Emails



Homepage Banner



Landing Page



Campaign Card



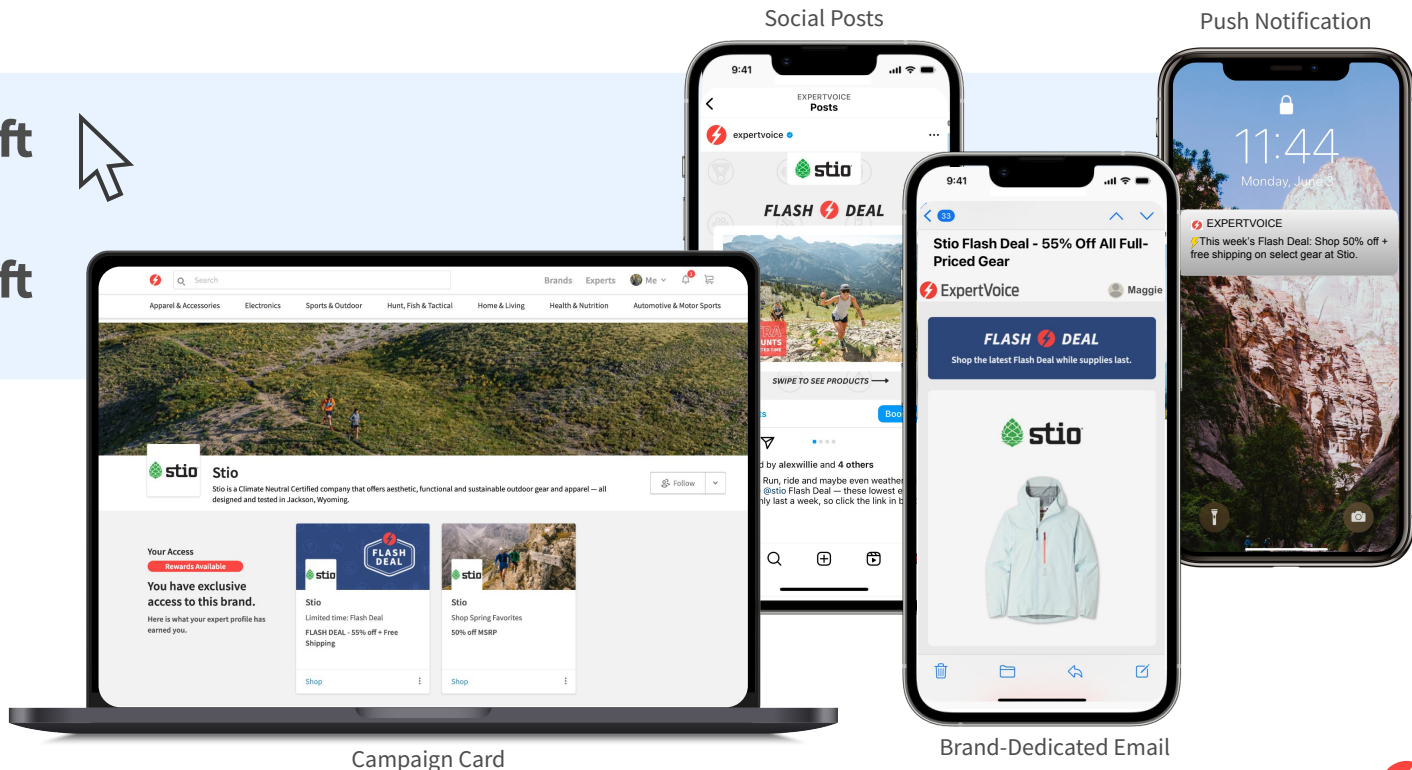
NEW! Flash Deals to drive sales

Help experts discover your products and supercharge their sell-through during a one-week promotion on ExpertVoice.

231% average lift
in sales



306% average lift
in orders placed



Newsletter Placement Options

Premium placement

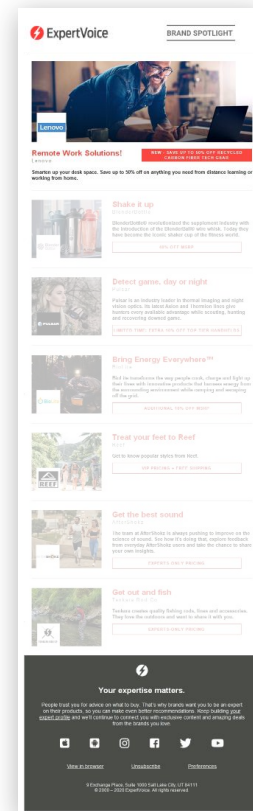
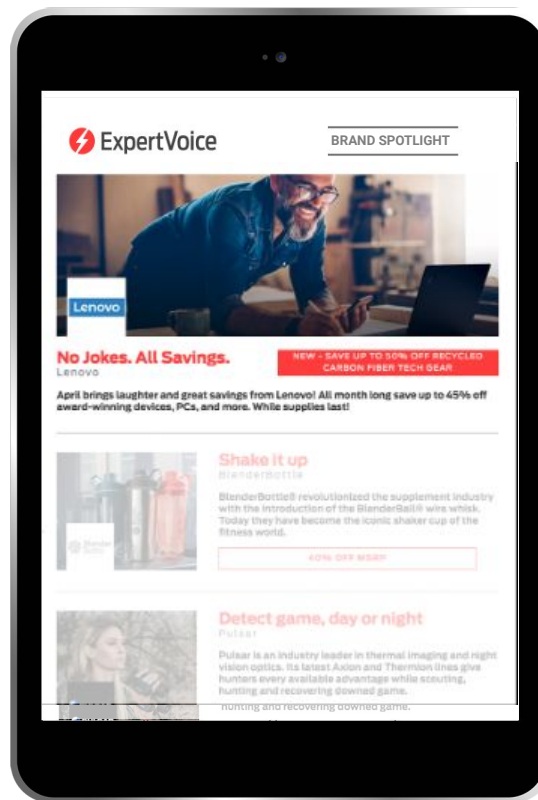


Increase brand awareness and drive traffic to your ExpertVoice brand page in the **top placement** of a dynamic newsletter.



461% average lift
in lessons passed

396% average lift
in sales



Newsletter Placement Options

In-line placement

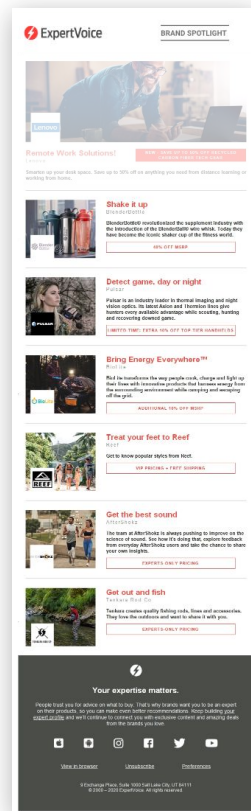
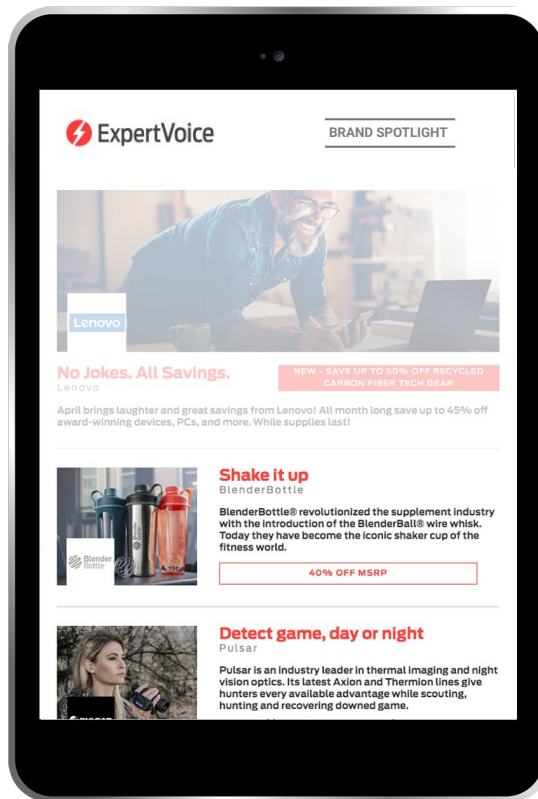


Increase brand engagement with a **general in-line placement** in a dynamic newsletter to your target audience.



356% average lift
in lessons passed

282% average lift
in sales



Brand-Dedicated Media

Brand-Dedicated Email

Send a dedicated, custom email to your target audience to increase awareness, expert engagements and orders.



370% average lift
in lessons passed

311% average lift
in sales

**Recommended additional
supporting media:**



Homepage
banner



Push
notification

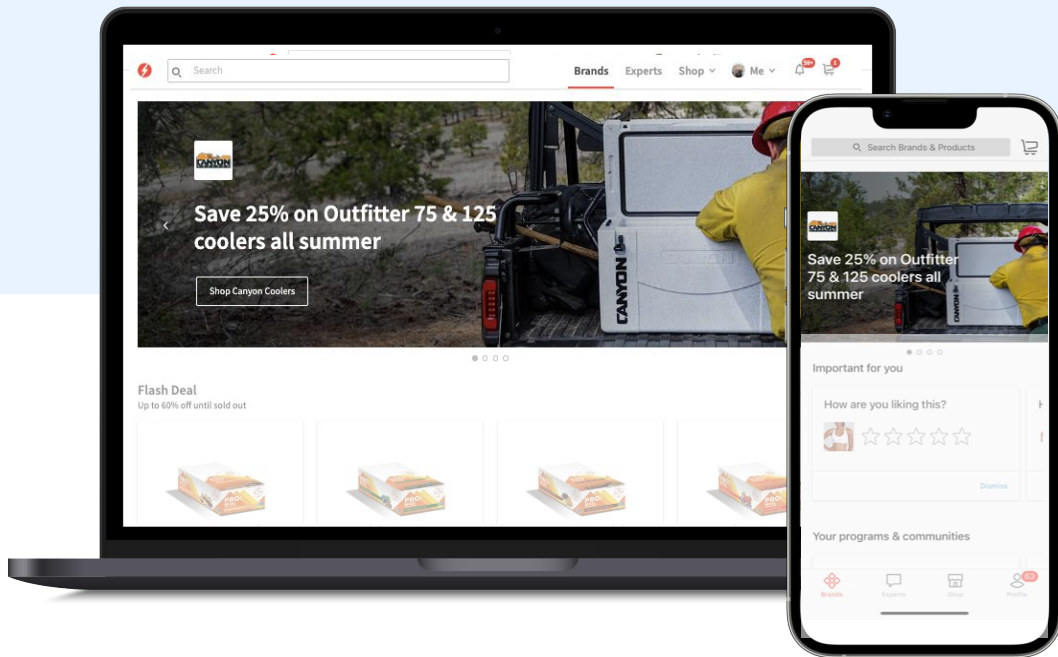


Premium site
placement



Homepage **Banner**

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



150% average lift
in lessons passed

128% average lift
in sales

**Recommended additional
supporting media:**



Brand-dedicated
email



Push
notification



Premium site
placement



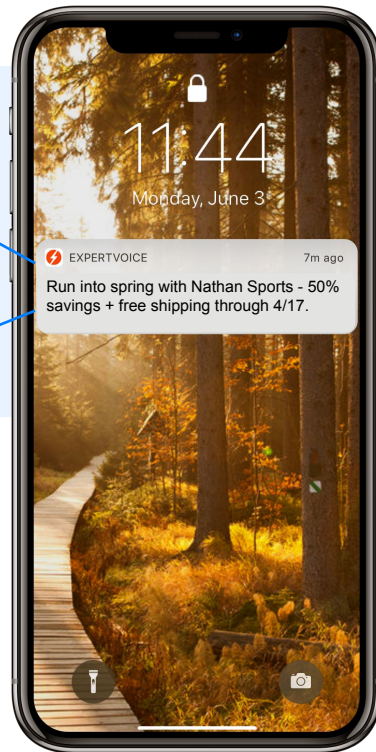
Mobile **Push Notification**

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



7m ago

Run into spring with Nathan Sports - 50% savings + free shipping through 4/17.



226% average lift
in lessons passed

132% average lift
in sales

**Recommended additional
supporting media:**



Brand-dedicated
email

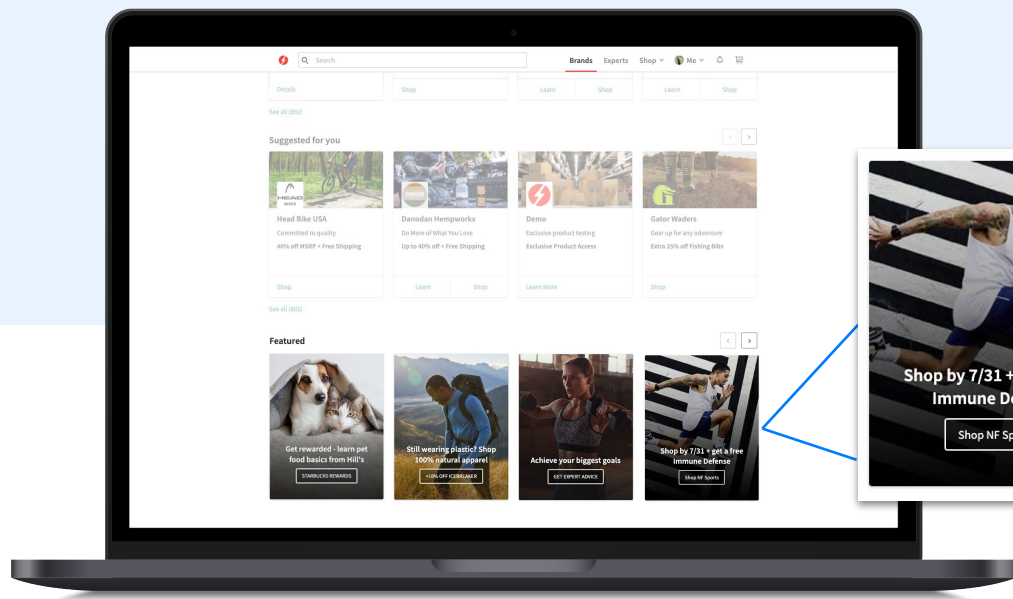


Homepage
banner



Premium **Site Placement**

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



117% average lift
in lessons passed

93% average lift
in sales

**Recommended additional
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.

