

How HomeAdvisor Tested More Relevant Content to Better Tap Into Subscribers' Motivations and Increased Conversion by 85%

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Challenge: Deliverability problem

- **Rebranded** from ServiceMagic to HomeAdvisor in 2012
- We were sending to a very large, yet **stale**, list of subscribers
- Sending out a **cookie-cutter** newsletter that was a one-size-fits-all approach

4% open rate



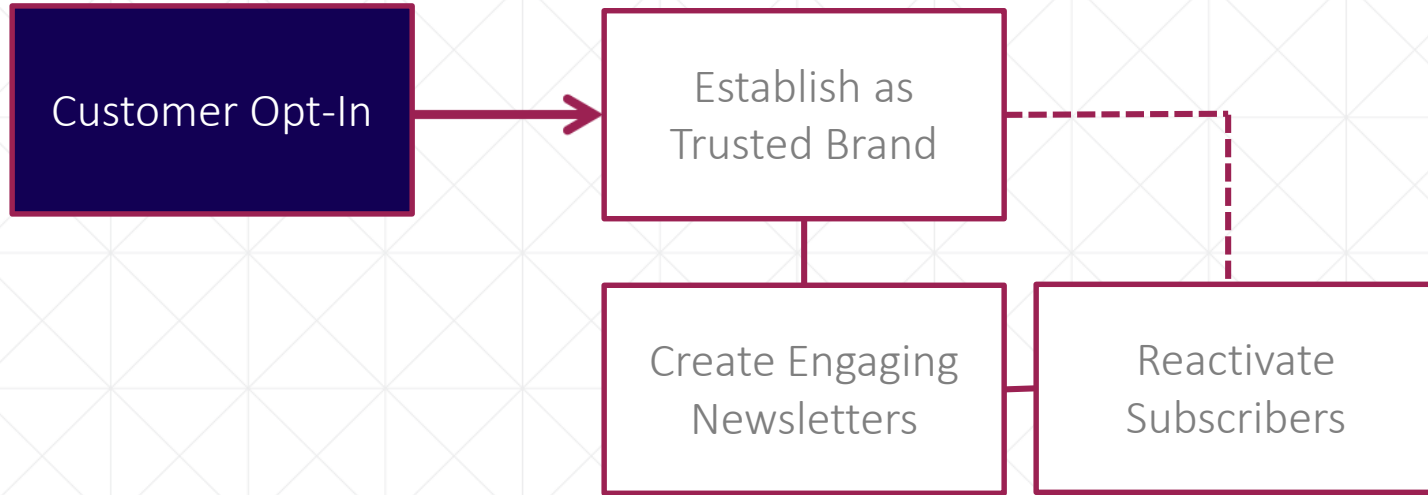


Goals

Build our brand
through email
marketing

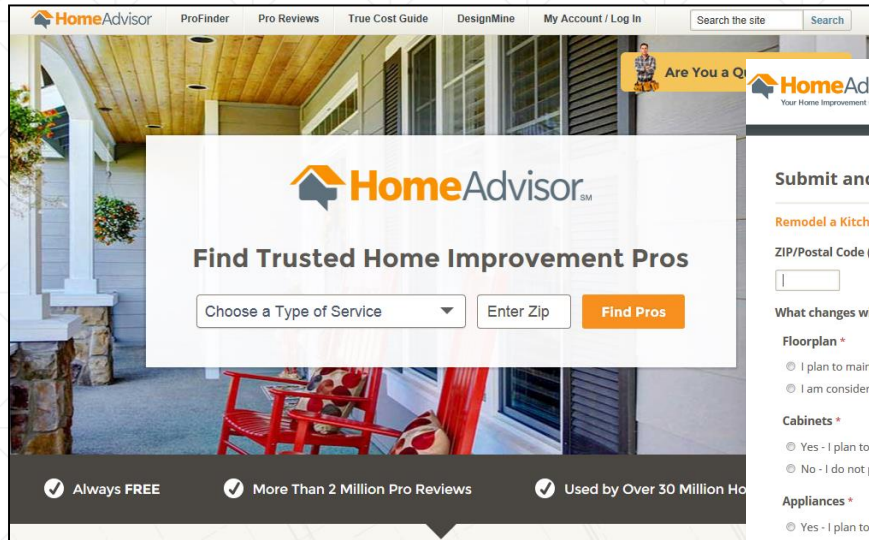
- Take a lifecycle approach
- Focus on engagement
- Improve deliverability

Engaging customers throughout the lifecycle

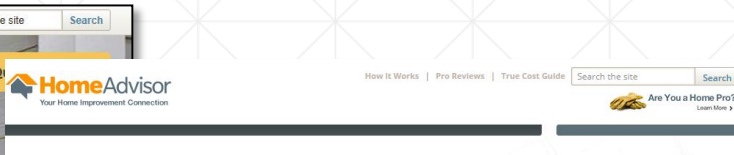


New customer experience

- A homeowner visits HomeAdvisor.com looking for quotes on a home improvement project
- We collect information about their project, location and personal information
- An account is created



The image shows the HomeAdvisor website landing page. At the top, there is a navigation bar with links for ProFinder, Pro Reviews, True Cost Guide, DesignMine, and My Account / Log In. A search bar is also present. Below the navigation bar is a large banner image of a modern home interior. Overlaid on this image is a white box containing the HomeAdvisor logo and the text "Find Trusted Home Improvement Pros". Below this text are two input fields: "Choose a Type of Service" (a dropdown menu) and "Enter Zip" (a text input field), followed by a "Find Pros" button. At the bottom of the banner, there are three checkmarks with text: "Always FREE", "More Than 2 Million Pro Reviews", and "Used by Over 30 Million Homeowners".



The image shows a close-up of the HomeAdvisor website navigation bar. It includes the HomeAdvisor logo, a search bar with the text "Search the site", and a "Search" button. Below the search bar, there is a "How It Works" link and a "Pro Reviews" link. To the right, there is a "True Cost Guide" link and another search bar with the text "Search the site" and a "Search" button. Below the search bar, there is a "Are You a Home Pro?" link and a "Learn More" link.

Submit and Get Matched to Pre-screened Kitchen Remodelers



Search the site Search

Remodel a Kitchen

ZIP/Postal Code (Location of Request): *

What changes will be included in this remodel?

Floorplan *

- I plan to maintain existing kitchen floorplan
- I am considering changes to kitchen floorplan

Cabinets *

- Yes - I plan to move or update the cabinets
- No - I do not plan to move or update the cabinets

Appliances *

- Yes - I plan to move or update some or all appliances
- No - I do not plan to move or update the appliances

Countertops *

- Yes - I plan to update the countertops
- No - I do not plan to update the countertops

We have matching Kitchen Remodelers in Denver!

Get quotes from up to 4 prescreened pros now.

Name* Last your first name

City* ZIP/Postal* 80206

Phone* Ext.

E-mail*

Yes, I would like free project cost information.

See Matching Pros

By submitting this request, you are agreeing to our [Terms & Conditions](#).

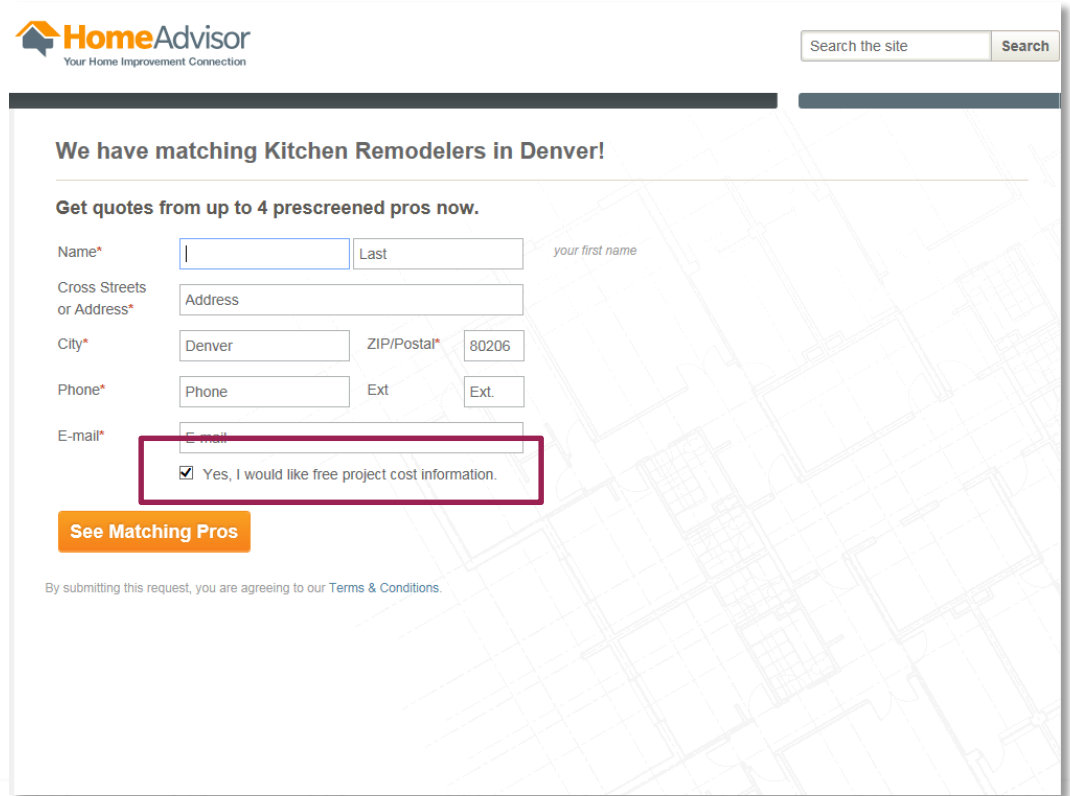
Opt-in/growing your list

Test

- Pre-checked versus unchecked box

Results

- 82% increase in opt-in rate



HomeAdvisor
Your Home Improvement Connection

Search the site Search

We have matching Kitchen Remodelers in Denver!

Get quotes from up to 4 prescreened pros now.

Name* Last your first name

Cross Streets or Address*

City* ZIP/Postal* 80206

Phone* Ext

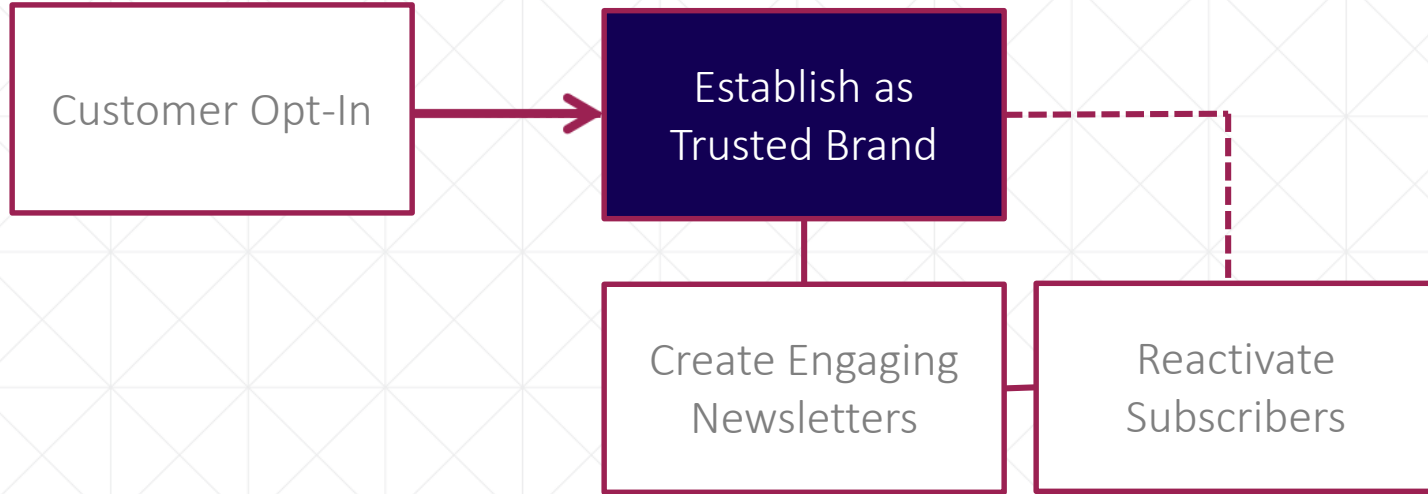
E-mail*

Yes, I would like free project cost information.

[See Matching Pros](#)

By submitting this request, you are agreeing to our [Terms & Conditions](#).

Establish as a trusted brand



Use welcome series to build trust in brand

Control
Simple Template

The screenshot shows the HomeAdvisor website with a dark navigation bar containing 'Home', 'ProFinder', 'Pro Reviews', 'Cost Guide', and 'Emergency Repairs'. The main content area features a 'Welcome, <Name>!' heading, followed by the text 'HomeAdvisor is your home for:' and a bulleted list of benefits: 'FREE access to a comprehensive directory of local service pros', 'Instant referrals for up to four pre-screened pros', 'The industry's most comprehensive screening process', and 'Over 1.8 MILLION ratings & reviews written by homeowners like you'. To the right is a photograph of an open doorway leading into a well-lit interior. Below this is a 'Need help with another project?' section with a 'View All Projects' button. Further down is a 'Popular Projects in <Denver>' section with three columns of project categories: 'Additions & Remodeling', 'Handyman Services', 'Heating & Cooling', 'Plumbing', and 'Roofing'. At the bottom, there is a section titled '3 Things You Should Know Before Hiring a Contractor' with a 'Read the Article' link and a 'Stay Connected' footer with social media icons for Facebook, Twitter, YouTube, Pinterest, and Google+.

Treatment
Newsletter Template

The screenshot shows the HomeAdvisor website with a dark navigation bar containing 'Home', 'ProFinder', 'Pro Reviews', and 'Cost Guide'. The main content area features a large image of a hallway with a 'WELCOME' mat. Below the image is the text 'HomeAdvisor is Your Home for:' and a bulleted list of benefits: 'FREE access to a directory of local service pros', 'The industry's most comprehensive screening process', and 'Over 2 million ratings & reviews written by homeowners'. To the right is a 'Top Ten Projects In Your Neighborhood' list: 1. Roofing, 2. Central A/C Install, 3. Windows, 4. Exterior Painting, 5. Kitchen Remodel, 6. Bathroom Remodel, 7. Cleaning Service, 8. Lawn Care, 9. Handyman, 10. Deck or Porch. Below the list is a 'View All Projects' button. Further down is a 'Related Projects' section with links to 'A/C Install', 'Roofing', 'Bathroom Remodel', and 'Cleaning Service'. At the bottom, there are two article teasers: '3 Must-Dos Before Hiring a Pro' with a 'Read More' button and 'Small Projects with Big Impacts' with a 'Read More' button. The footer includes a 'Stay Connected' section with social media icons.

#Sherpa16



Results: Treatment won

- +47% increase in clickthrough rate
- +24% lift in conversion rate

A screenshot of the HomeAdvisor website homepage. The header includes the HomeAdvisor logo and navigation links for Home, ProFinder, Pro Reviews, and Cost Guide. The main content area features a large image of a hallway with a 'WELCOME' mat, followed by a list of 'Top Ten Projects In Your Neighborhood' including Roofing, Central A/C Install, Windows, Exterior Painting, Kitchen Remodel, Bathroom Remodel, Cleaning Service, Lawn Care, Handyman, and Deck or Porch. Below this is a section for 'HomeAdvisor is Your Home for:' with bullet points about free access to a directory, comprehensive screening, and millions of ratings. There are 'View All Projects' buttons. Further down, there are sections for 'Related Projects' with links to A/C Install, Roofing, Bathroom Remodel, and Cleaning Service. Another section titled '3 Must-Dos Before Hiring a Pro' includes a photo of a contractor and text about finding a trustworthy contractor. A 'Read More' button is present. Another section titled 'Small Projects with Big Impacts' features a photo of a bathroom and text about affordable remodeling ideas, also with a 'Read More' button. The footer shows 'Related Projects' with links to Home Remodeling, Landscaping, Bathroom Remodel, and Countertops.

Treatment Newsletter Template

#Sherpa16

Use welcome series to build trust in brand

Control



Treatment





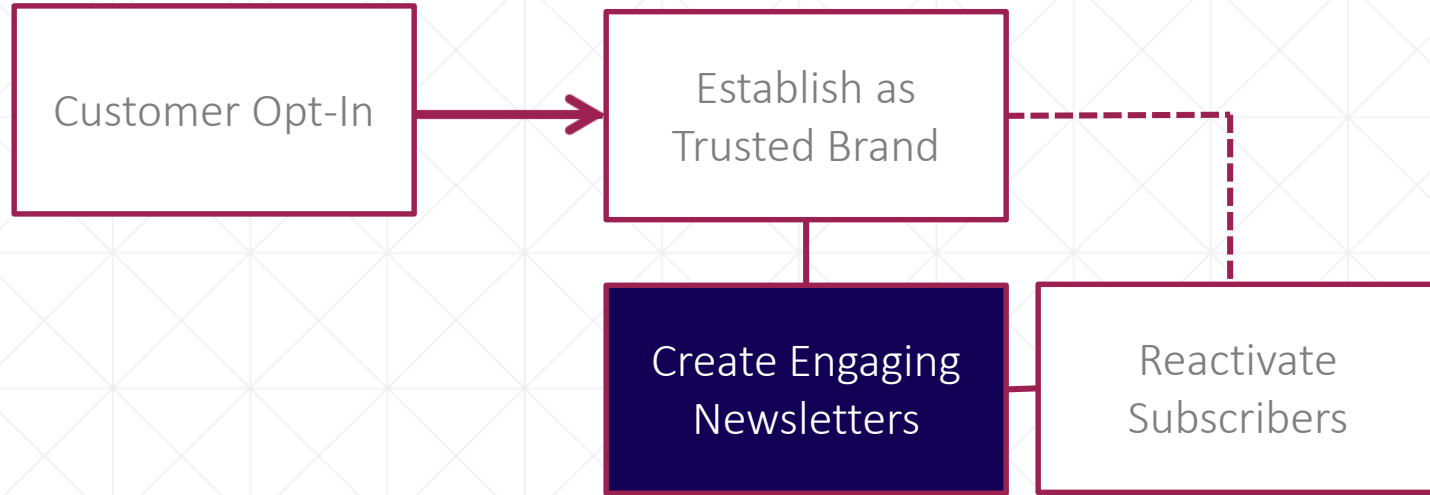
- Results: Personalization won
- +5% increase in clickthrough rate
 - +28% lift in conversion rate

Treatment

A screenshot of the HomeAdvisor website for Denver. The page features a personalized banner at the top that reads "Welcome Ken! We're Looking Forward to Helping You With Your Kitchen Remodel Project!". Below the banner is a navigation menu with "Home", "ProFinder", "Pro Reviews", and "Cost Guide". The main content area is titled "Top Ten Projects in Denver" and lists "1. Roofing" and "2. Windows". Below this is a list of project categories: "8. Exterior Painting", "9. Cleaning Service", and "10. Interior Painting", each with a "View All Projects" button. To the right, there is a section for "Related Projects" with links for "Additions", "Windows", "Handyman", and "Cleaning Service". The banner and the "View All Projects" button for the top ten projects are highlighted with a red border.

Process

#Sherpa16



Top Ten Projects in Summer

1. Landscaping
2. **Painting**
3. Kitchen Remodel
4. Roofing
5. Windows
6. Handyman
7. Bathroom Remodel
8. Air Conditioning
9. Decks & Porches
10. Electrical

[View All Projects >](#)



5 Summer Must-Do Projects

Summer is all about relaxation and home improvement projects. Here are five projects to tackle now so you can spend the rest of your summer enjoying the fruits of your labor.

[Read More >](#)

Related Projects

[> Decks](#) [> Landscaping](#) [> Siding](#) [> Roofing](#)

Quick Fixes to Increase Curb Appeal

Worried that your home isn't making the right first impression? Here are a few fixes that will boost your home's curb appeal.

[Read More >](#)



Conversion



Top Ten Projects in Summer

1. Landscaping
2. **Painting**
3. Kitchen Remodel
4. Roofing
5. Windows
6. Handyman
7. Bathroom Remodel
8. Air Conditioning
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10. Electrical

[View All Projects >](#)

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Submit and Get Matched to Pre-screened Interior Painters

Paint or Stain Interior Surfaces

Got a small painting project? Submit a small painting project request

ZIP/Postal Code (Location of Request): *

How many rooms or areas need to be painted? *

What is the occupancy of the house?

- Furnished and occupied
- Furnished and unoccupied
- Empty of furnishings and unoccupied

Which rooms need to be painted? (Check all that apply)

- Whole house
- Bathroom(s)
- Living areas
- Stairways
- Kitchen
- Bedroom(s)
- Hallways

What needs to be painted?

- Walls
- Walls and ceilings
- Ceilings

Conversion

Top Ten Projects in Summer

1. Landscaping
2. Painting
3. Kitchen Remodel
4. Roofing
5. Windows
6. Handyman
7. Bathroom Remodel
8. Air Conditioning
9. Decks & Porches
10. Electrical

[View All Projects >](#)



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[Read More >](#)

Related Projects

[> Decks](#) [> Landscaping](#) [> Siding](#) [> Roofing](#)

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[Read More >](#)



Engagement



Top Ten Projects in Summer

1. Landscaping
2. Painting
3. Kitchen Remodel
4. Roofing
5. Windows
6. Handyman
7. Bathroom Remodel
8. Air Conditioning
9. Decks & Porches
10. Electrical

[View All Projects >](#)



5 Summer Must-Do Projects

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[Read More >](#)

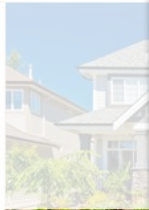
Related Projects

[> Decks](#) [> Landscaping](#)

Quick Fixes to Increase Curb Appeal

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[Read More >](#)



5 Summer Projects That Will Improve Your Home and Boost Its Value



You already know that remodeling is a great way to improve your home's appearance and raise your property value. The question is: Which improvements are worth tackling today? Here are five that you can easily complete before the leaves start falling.

Find Pre-Screened Landscaping Pros

[Compare Quotes](#)

1. Add a Deck

Creating enticing outdoor living spaces is one of the hottest trends in home improvement. It is especially important for those who prefer to spend most of their summers relaxing or entertaining outside. And the right deck will make all the difference. However, adding a deck does more than improve your yard's livability. A well-designed deck improves your home's value and sets your house apart. Also, tackling the project now ensures you'll be able to enjoy your **new deck** this summer and for summers to come.



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Related Projects

- | | |
|---------------------|------------------|
| Deck Maintenance | Flooring |
| Central A/C Install | Lawn Maintenance |
| Siding | Appliances |
| Roofing | Doors |
| Landscaping | Handyman |
| Windows | Cleaning Service |
| Kitchen Remodel | Hardwood Floors |
| Additions | Porches |
| Bathroom Remodel | Painting |

Engagement

True Cost Guide



Take the guesswork out of home improvement costs.

- Over 600,000 cost profiles spanning 300 types of projects
- See local and national average costs
- Real costs from real people

[View Costs in Your Area](#)

- | | |
|------------------|---------|
| Basement Remodel | Gutters |
| Tree Service | Fencing |

[View All Categories](#)

Conversion

Top Ten Projects in Summer

1. Landscaping
2. **Painting**
3. Kitchen Remodel
4. Roofing
5. Windows
6. Handyman



5 Summer Must-Do Projects

Summer is all about relaxation and home improvement. Here are five projects to tackle now so you can spend your summer enjoying the fruits of your labor.

[Read More >](#)

Related Projects

- > Decks
- > Landscaping
- > Siding

Increase Curb Appeal

home isn't making the right first are a few fixes that will boost appeal.



Engagement



Submit and Get Matched to Pre-screened Interior Painters

Paint or Stain Interior Surfaces

Got a small painting project? Submit a small painting project request

ZIP/Postal Code (Location of Request):*

How many rooms or areas need to be painted? *

Select One

What is the occupancy of the house?

- Furnished and occupied
- Furnished and unoccupied
- Empty of furnishings and unoccupied

Which rooms need to be painted? (Check all that apply)

- Whole house
- Bathroom(s)
- Living areas
- Stairways
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- Bedroom(s)
- Hallways

What needs to be painted?

- Walls
- Walls and ceilings
- Ceilings

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Related Projects

- Deck Maintenance
- Central A/C Install
- Siding
- Roofing
- Landscaping
- Windows
- Kitchen Remodel
- Additions
- Bathroom Remodel
- Solar Panels
- Basement Remodel
- Tree Service
- Flooring
- Lawn Maintenance
- Appliances
- Doors
- Handyman
- Cleaning Service
- Hardwood Floors
- Porches
- Painting
- Garage Remodel
- Gutters
- Fencing

[View All Categories](#)

True Cost Guide

Take the guesswork out of home improvement costs.

- Over 600,000 cost profiles spanning 300 types of projects
- See local and national average costs
- Real costs from real people

[View Costs in Your Area](#)

Engagement-focused editions

Top Ten Projects in Summer

1. Kitchen Remodel
2. Landscaping
3. Painting
4. Roofing
5. Handyman
6. Windows
7. Bathroom Remodel
8. Air Conditioning
9. Decks & Porches



Granite's Out. Here's What's In.

Rumor has it: Granite's going out of style. Here's a look at the contestants for America's next top countertop.

S/L: Granite's OUT
Here's What's IN.



Top Ten Projects in Spring

1. Kitchen Remodel
2. Landscaping
3. Painting
4. Roofing
5. Windows
6. Handyman
7. Bathroom Remodel
8. Air Conditioning
9. Decks & Porches
10. Electrical



Is it Time to Ditch Your Dining Room?

You probably can't remember the last time you ate a regular meal in your formal dining room. Here are a few ideas to update this underused space.

[Read More >](#)

Related Projects

[> Kitchen Remodel](#) [> Flooring](#) [> Painting](#) [> Lighting](#)

[View All Projects >](#)

S/L: Is the Dining Room Dead?

Conversion-focused editions

Top Ten Projects in Summer

1. Roofing
2. Painting
3. Decks & Porches
4. Landscaping
5. Windows
6. Handyman
7. Bathroom Remodel
8. Air Conditioning
9. Kitchen Remodel
10. Electrical



Choosing a Quality Roofing Contractor

Hiring a roofing pro can be intimidating. Here are 5 ways to ensure you hire the right one.

[Read More >](#)



Related Projects

[> Roofing](#)

[View All Projects >](#)

S/L: Quick Tips for Hiring a **Roofer** in <City>

S/L: **Bathroom** Remodeling 101

Top Ten Projects in Spring

1. Bathroom Remodel
2. Landscaping
3. Roofing
4. Painting
5. Handyman
6. Kitchen Remodel
7. Windows
8. Decks & Porches
9. Flooring
10. Air Conditioning



Your Bathroom Remodeling Guide

When it comes to a bathroom remodel, it's all about the details. We'll help you plan your project from start to finish.

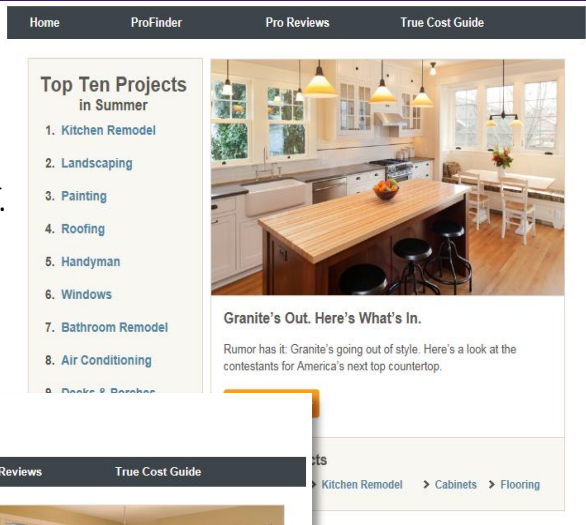
[Read More >](#)

Related Projects

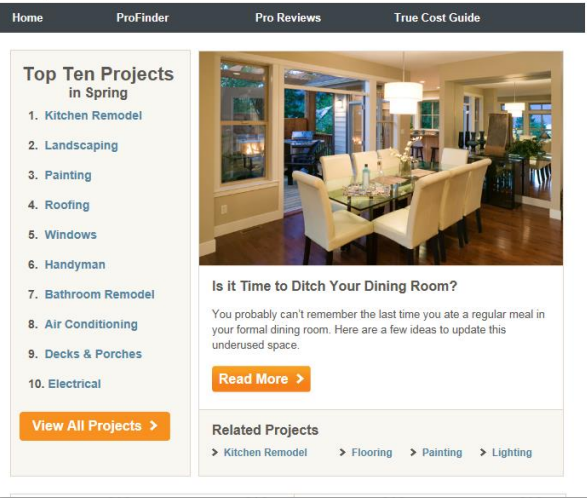
[> Bathroom Remodel](#) [> Additions](#) [> Cabinets](#) [> Flooring](#)

[View All Projects >](#)

Engagement-focused editions



S/L: Granite's OUT.
Here's What's IN.



S/L: Is the Dining
Room Dead?

Results:

- +5% increase in open rate
- +18% increase in clickthrough rate

Newsletter animation



Static versus animated
image



Home

ProFinder

Pro Reviews



De-Stress Your Cleaning Routine

#Sherpa16



De-Stress Your Cleaning Routine

Top Ten Projects in New York City

1. Bathroom Remodel
2. Roofing
3. Windows
4. Kitchen Remodel
5. Handyman
6. Heating & Cooling



How Much Should Your Interior Painting Cost?

Top Ten Projects in New York City

1. Bathroom Remodel
2. Roofing
3. Windows
4. Kitchen Remodel
5. Handyman
6. Heating & Cooling



Find Your Style: Bathroom Designs

Top Ten Projects in New York City

1. Bathroom Remodel
2. Roofing
3. Windows
4. Kitchen Remodel
5. Handyman
6. Furnace Installation



Results: Animation helped conversions

- Tiny increase in clickthrough rate
- +5% lift in conversion rate



Home

ProFinder

Pro Reviews

Cost Guide



Find Your Style: Bathroom Designs

Top Ten Projects in New York City

1. [Bathroom Remodel](#)
2. [Roofing](#)
3. [Windows](#)
4. [Kitchen Remodel](#)
5. [Handyman](#)
6. [Furnace Installation](#)



Top Ten Projects in Spring

1. Exterior Painting
2. Handyman
3. Roofing
4. Kitchen Remodel
5. Additions
6. Cleaning Service
7. Windows
8. Deck or Porch

How Much Should It Cost to Paint Your Home?

Whether your home needs a fresh coat of paint or you simply want to change up the color, painting your home's exterior is a sizable task.

[Read More >](#)

Related Projects

[Painting](#) [Handyman](#)

Two articles side-by-side



Is It Time to Ditch Your Dining Room?

Your home probably has a formal dining room. Here are a few ideas that will breathe new life into this underused space.

[Read More >](#)

Related Projects

[Flooring](#) [Additions](#)



Cost Guide: Landscaping

Ready to spruce up your yard for spring? Landscaping costs vary per project type. Here's how much you should expect to spend.

[Read More >](#)

Related Projects

[Landscaping](#) [Decks](#)



Top Ten Projects in Spring

1. Exterior Painting
2. Handyman
3. Roofing
4. Kitchen Remodel
5. Additions
6. Cleaning Service
7. Windows
8. Deck or Porch
9. Lawn Care

How Much Should It Cost to Paint Your Home?

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[Read More >](#)

Related Projects

[Painting](#) [Handyman](#)

Two articles stacked

Is It Time to Ditch Your Dining Room?

Your home probably has a formal dining room. Here are a few ideas that will breathe new life into this underused space.

[Read More >](#)

Find 5 Star Rated Experts in Your Area. [Flooring](#) [Additions](#)

Cost Guide: Landscaping

Ready to spruce up your yard for spring? Landscaping costs vary per project type. Here's how much you should expect to spend.

[Read More >](#)



Are You Ready to Start Your Project? [Landscaping](#) [Decks](#)



Top Ten Projects in Spring

1. Exterior Painting
2. Handyman
3. Roofing
4. Kitchen Remodel
5. Additions
6. Cleaning Service
7. Windows

How Much Should It Cost to Paint Your Home?

Whether your home needs a fresh coat of paint or you simply want to change up the color, painting your home's exterior is a sizable task.

[Read More >](#)

Related Projects

[Painting](#) [Handyman](#)

Three articles stacked

Is It Time to Ditch Your Dining Room?

Your home probably has a formal dining room. Here are a few ideas that will breathe new life into this underused space.

[Read More >](#)

Find 5 Star Rated Experts in Your Area. [Flooring](#) [Additions](#)

Cost Guide: Landscaping

Ready to spruce up your yard for spring? Landscaping costs vary per project type. Here's how much you should expect to spend.

[Read More >](#)



Are You Ready to Start Your Project? [Landscaping](#) [Decks](#)

Get Your Home Resale Ready

Selling your home this summer? Maximize your budget by focusing on the following four areas and it'll be off the market in no time.

[Read More >](#)



Save Time and Money. Find Pros. [Kitchen Remodel](#) [Heating & Cooling](#)



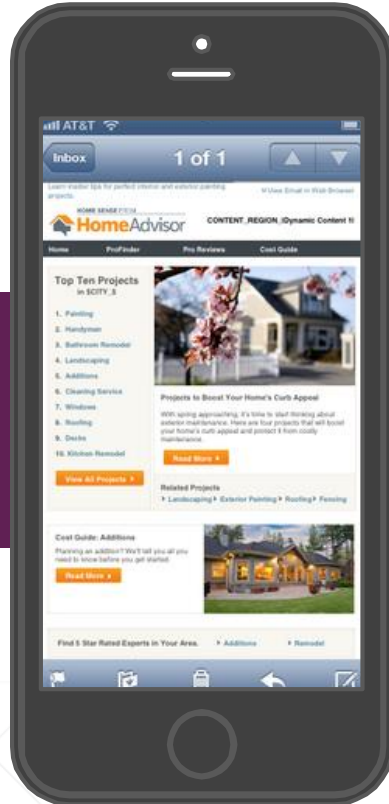
Results: Improve clickthrough rate by increasing the number of articles

- +5% lift in clickthrough rate with three articles

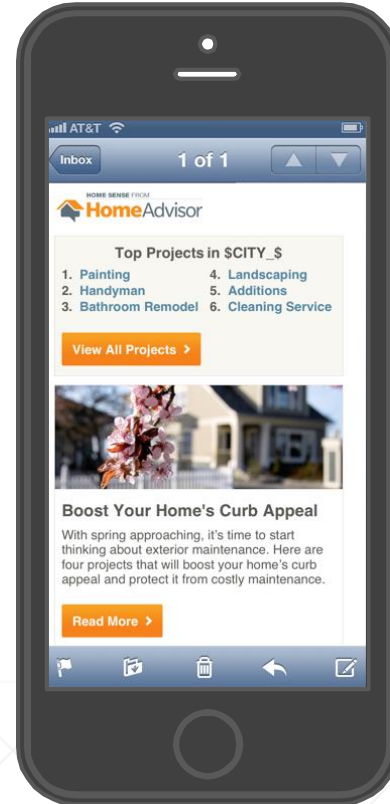
A screenshot of the HomeAdvisor website. The page features a navigation bar with links for Home, ProFinder, Pro Reviews, and Cost Guide. The main content area includes a featured article titled "How Much Should it Cost to Paint Your Home?" with a "Read More" button. To the right, there is a "Top Ten Projects in Spring" list. Below the main article, there are "Related Projects" and several other article cards, each with a "Read More" button and a small image. A purple square with the letter 'C' is overlaid on the page. The footer contains a "Save Time and Money. Find Pros." section with links to "Kitchen Remodel" and "Heating & Cooling".

Increase clickthrough and conversion by optimizing mobile email

Unresponsive design



Responsive design

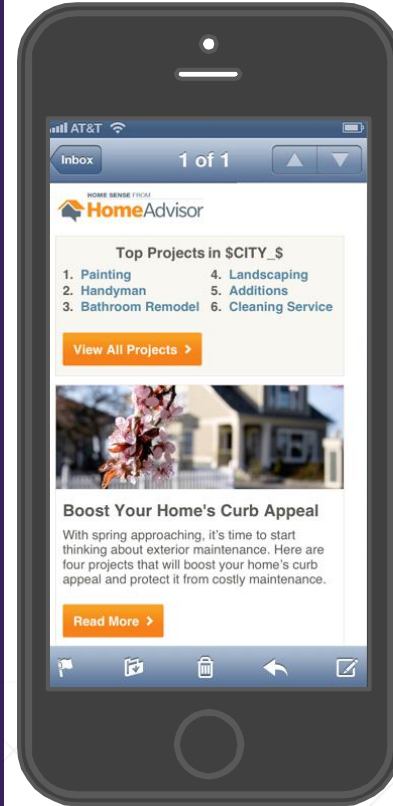


conversion by



Results: Responsive won

- +2% in clickthrough rate
- +13% lift in conversion rate



Responsive design

#Sherpa16

Top Ten Projects in Fall

1. Roofing
2. Handyman
3. Bathroom Remodel
4. Landscaping
5. Additions
6. Cleaning Service
7. Painting
8. Windows
9. Decks
10. Kitchen Remodel

[View All Projects >](#)



How Much Should Your Bathroom Remodel Cost?

Trying to figure out how much to budget for a bathroom remodel can be tricky. We're here to help clear up the confusion.

[Read More >](#)

Related Projects

[> Cabinets](#) [> Remodel](#) [> Countertops](#) [> Handyman](#)

Using email click
data to deliver
relevant content



S/L: How Much Should a Bathroom Remodel Cost?

S/L: Bathroom Remodeling Designs: What's Your Style?

A

Home

ProFinder

Pro Reviews

Cost Guide

Top Ten Projects in Fall

1. Roofing
2. Handyman
3. Bathroom Remodel
4. Landscaping
5. Additions
6. Cleaning Service
7. Painting
8. Windows
9. Decks
10. Kitchen Remodel

[View All Projects >](#)



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[Read More >](#)

Related Projects

[> Cabinets](#) [> Remodel](#) [> Countertops](#) [> Handyman](#)



Top Ten Projects in Summer

1. Landscaping
2. Handyman
3. Bathroom Remodel
4. Exterior Painting
5. Additions
6. Cleaning Service
7. Windows
8. Roofing
9. Decks
10. Kitchen Remodel

[View All Projects >](#)



Find Your Style: Bathroom Designs

When it comes to designing the perfect bathroom, it's often easier to identify what you don't like as opposed to what you do like. Have no fear. We're here to help you find the design that suits your style.

[Read More >](#)

Related Projects

[> Bathroom Remodel](#) [> Flooring](#) [> Countertops](#) [> Handyman](#)

S/L: 3 Simple Projects to Get Your Home Resale Ready

B

Top Ten Projects in Summer

1. Landscaping
2. Handyman
3. Bathroom Remodel
4. Exterior Painting
5. Additions
6. Cleaning Service
7. Windows
8. Roofing
9. Decks
10. Kitchen Remodel

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Projects to Increase Your Home's Resale Value

Just because money doesn't grow on trees doesn't mean you can't make a few upgrades to your home. We've found three smaller projects that will add big value to your home.

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Related Projects

[> Kitchen Remodel](#) [> Flooring](#) [> Windows](#) [> Cabinets](#)

S/L: How Much Should a Bathroom Remodel Cost?



Results: Relevant content won

- +15% lift in open rate
- +16% lift in clickthrough rate
- +94% lift in conversion rate

S/L: Bathroom Remodeling Designs: What's Your Style?

A

Top Ten Projects in Summer

1. Landscaping
2. Handyman
3. Bathroom Remodel
4. Exterior Painting
5. Additions
6. Cleaning Service
7. Windows
8. Roofing
9. Decks
10. Kitchen Remodel

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Find Your Style: Bathroom Designs

When it comes to designing the perfect bathroom, it's often easier to identify what you don't like as opposed to what you do like. Have no fear. We're here to help you find the design that suits your style.

[Read More >](#)

Related Projects

[> Bathroom Remodel](#) [> Flooring](#) [> Countertops](#) [> Handyman](#)

S/L: 3 Simple Projects to Get Your Home Resale Ready

B

Top Ten Projects in Summer

1. Landscaping
2. Handyman
3. Bathroom Remodel
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[View All Projects >](#)



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Related Projects

[> Kitchen Remodel](#) [> Flooring](#) [> Windows](#) [> Cabinets](#)

Submit and Get Matched to Pre-screened Kitchen Remodelers

Remodel a Kitchen

ZIP/Postal Code (Location of Request):*

What changes will be included in this remodel?

Floorplan *

- I plan to maintain existing kitchen floorplan
- I am considering changes to kitchen floorplan

Cabinets *

- Yes - I plan to move or update the cabinets
- No - I do not plan to move or update the cabinets

Appliances *

- Yes - I plan to move or update some or all appliances
- No - I do not plan to move or update the appliances

Countertops *

- Yes - I plan to update the countertops
- No - I do not plan to update the countertops

Using site activity
data to deliver
relevant content



Customer looking for remodeling quotes



How It Works | Pro Reviews | True Cost Guide | Search the site | Search



Submit and Get Matched to Pre-screened Kitchen Remodelers

Remodel a Kitchen

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What changes will be included in this remodel?

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- I plan to maintain existing kitchen floorplan
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S/L: Remodeling Costs in <City>. How Much Should You Pay?

A

Remodeling Costs in Lake Hiawatha
Your home remodel might be a major project, but that doesn't mean it has to be a major pain. Here's what you can expect to pay.

[Read More >](#)

Related Projects
[> Remodel](#) [> Handyman](#) [> Roofing](#)

[View All Projects >](#)



S/L: Window Costs in <City>. How Much Should You Pay?

B

Window Costs: Expectations vs. Reality
Replacing your home's windows might not be a cheap project, but that doesn't mean it has to break the bank.

[Read More >](#)

Related Projects
[> Windows](#) [> Roofing](#) [> Handyman](#)

[View All Projects >](#)

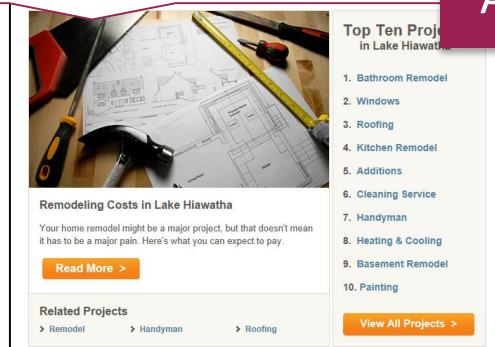
Customer looking for remodeling quotes

Results: Relevant content won

- +35% lift in open rate
- +60% lift in clickthrough rate
- +94% lift in conversion rate

S/L: Remodeling Costs in <City>. How Much Should You Pay?

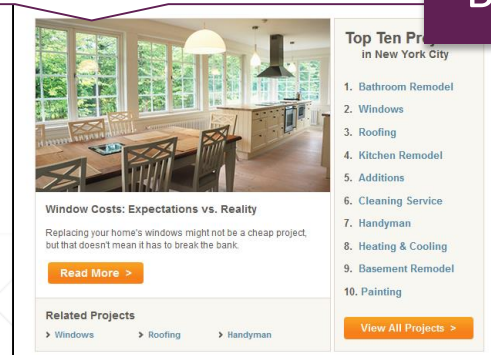
A



The screenshot shows a search result for 'Remodeling Costs in Lake Hiawatha'. The main image is a close-up of architectural blueprints on a table with various tools like a hammer, screwdriver, and tape measure. Below the image, the title is 'Remodeling Costs in Lake Hiawatha' and the text reads: 'Your home remodel might be a major project, but that doesn't mean it has to be a major pain. Here's what you can expect to pay.' There is an orange 'Read More >' button. To the right, a 'Top Ten Projects in Lake Hiawatha' list includes: 1. Bathroom Remodel, 2. Windows, 3. Roofing, 4. Kitchen Remodel, 5. Additions, 6. Cleaning Service, 7. Handyman, 8. Heating & Cooling, 9. Basement Remodel, 10. Painting. At the bottom, there is a 'View All Projects >' button and a 'Related Projects' section with links for 'Remodel', 'Handyman', and 'Roofing'.

S/L: Window Costs in <City>. How Much Should You Pay?

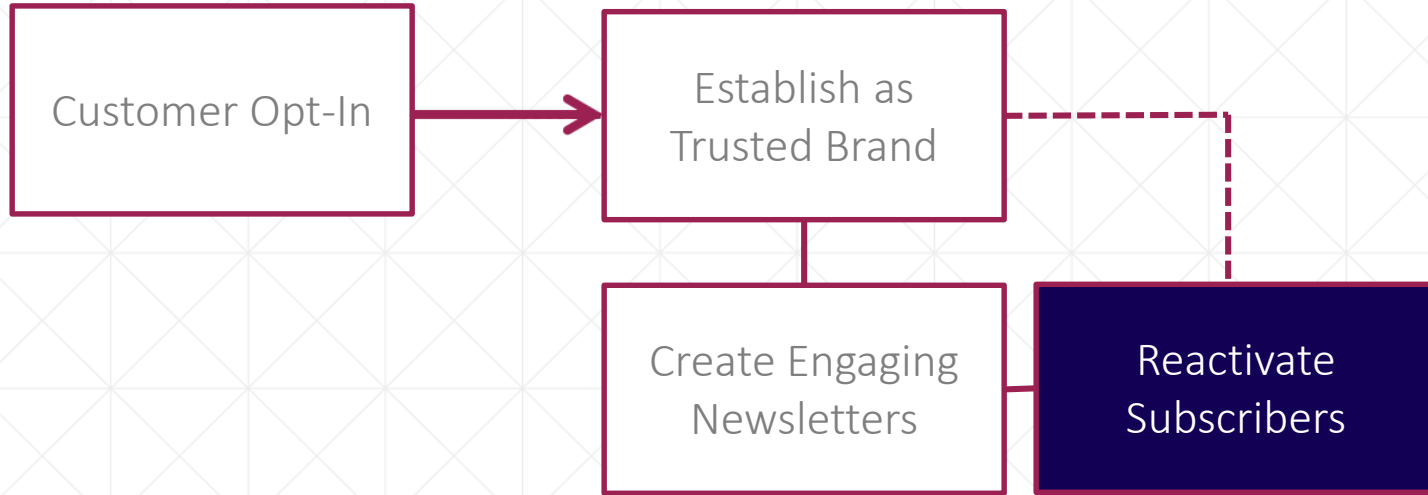
B



The screenshot shows a search result for 'Window Costs: Expectations vs. Reality'. The main image is a bright, modern kitchen with large windows and a dining table. Below the image, the title is 'Window Costs: Expectations vs. Reality' and the text reads: 'Replacing your home's windows might not be a cheap project, but that doesn't mean it has to break the bank.' There is an orange 'Read More >' button. To the right, a 'Top Ten Projects in New York City' list includes: 1. Bathroom Remodel, 2. Windows, 3. Roofing, 4. Kitchen Remodel, 5. Additions, 6. Cleaning Service, 7. Handyman, 8. Heating & Cooling, 9. Basement Remodel, 10. Painting. At the bottom, there is a 'View All Projects >' button and a 'Related Projects' section with links for 'Windows', 'Roofing', and 'Handyman'.

Re-engage inactive subscribers

#Sherpa16



What happens if people are inactive?

Goal: Improve deliverability by finding engagement thresholds by ISP

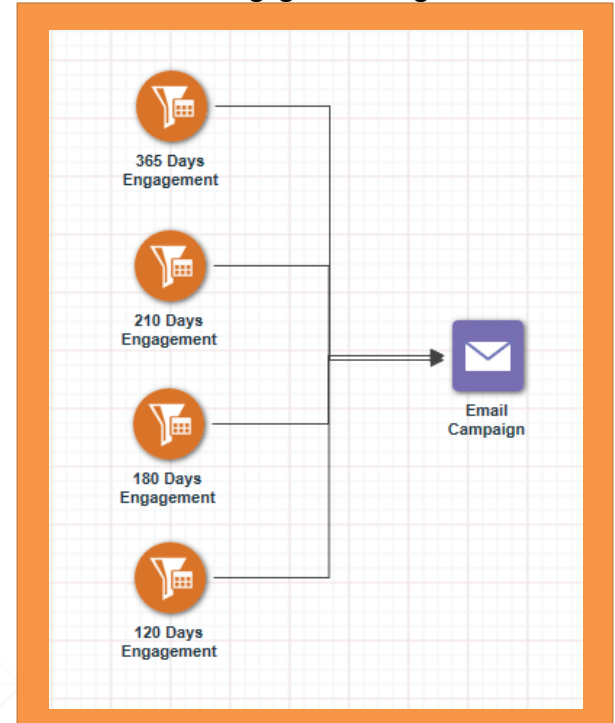
Test

- What will different ISPs/domains tolerate for your email?
- Opened or clicked in X amount of time

Results

- Inbox placement with major ISPs
- Low bounce rates across the board

Domain and engagement segmentation



Re-engage inactive subscribers

Goal

- Improve deliverability and remove dormant subscribers

Campaign

- Subscribers who had not engaged in over a year: Three emails, seven days apart
- Sent to small groups over the course of six months

Results

- 20% reactivation rate

The image shows a screenshot of an email campaign from HomeAdvisor. At the top is the HomeAdvisor logo with the tagline 'HOME SENSE FROM HomeAdvisor'. Below the logo is a navigation bar with links for 'Home', 'ProFinder', 'Pro Reviews', and 'Cost Guide'. The main content area features a grid of six images representing different home projects: a wooden fence, an outdoor air conditioning unit, a wooden deck, a garden with flowers, a dining room with new windows, and solar panels. Below the images is a large orange banner with the text 'Can You Guess Which Summer Project is the Most Expensive?' and a call to action 'Click to discover which project is the most expensive!'. The bottom of the email shows the project names: 'Fencing', 'Installing A/C', 'Building a Deck', 'Landscaping', 'New Windows', and 'Solar Panels'.

HOME SENSE FROM
HomeAdvisor

Home ProFinder Pro Reviews Cost Guide

Fencing Installing A/C Building a Deck

Can You Guess Which Summer Project is the Most Expensive?

Click to discover which project is the most expensive!

Landscaping New Windows Solar Panels

- Growth 2012 ➡ 2015:
 - +260% lift in open rate
 - +4% lift in click rate
 - +298% lift in conversions
- Growth 2014 ➡ 2015:
 - +19% lift in open rate
 - +10% lift in click rate
 - +85% lift in conversions



Email marketing program results



Top takeaways

1. Manage to the lifecycle
2. Focus on engagement
3. Improve deliverability



Thank You

Jill McEwan

A decorative graphic in the bottom right corner consisting of a dark purple triangle with a white diagonal line and a grid of smaller purple triangles.