



**GA: 40M PV | 16M Visits | 8M UV**

**comScore: 10M PV | 5M UV**

DoltYourself.com is the leading independent home improvement and repair website for the DIY consumer & professional contractor.

It has been repeatedly honored among the Best on the Web & was named "One of the Top 50 Sites in the World" by Time Magazine.

## Demo Data

GENDER **58% MALE**

HHI **59% 60K or MORE**

AGE **43% 18-34 yr**

## Fans & Followers

**1.19M** Facebook followers

**106K** Newsletter Subscribers

**NO. 5 TOP PUBLISHER**

IN THE HOME & LIFESTYLE CATEGORY


ACCORDING TO  COMSCORE.





 do it yourself

**PRO Audience**



**33%** OF DOITYOURSELF  
USERS ARE 'PRO's\*

Our Pro's are more likely to:

**comScore index**

**1.3X** FREQUENTLY  
ADVISES ON HOME  
DECOR & REPAIR

**comScore index - PV**



**1.1X** FREQUENTLY  
SHOPS ON  
MOBILE PHONE

\* According to comScore Consumer target profile Feb 2017, by job title or line of work in these categories: Architecture, Engineering, Construction, Extraction, Building, Grounds Cleaning, Maintenance, Installation, Maintenance and Repair



 **do it yourself**

**Enthusist Audience**

**INTERNAL SURVEY**

**78%** Of DOITYOURSELF  
USERS consider buying  
products featured on site.

**Our Enthusist are more likely to:**

**COMP index**

**1.2X** FREQUENTLY  
SHOPS ON  
MOBILE PHONE

**comScore index -PV**

**1.14X** HOMEOWNER  
PERFORMED DIY  
PROJECT IN LAST 6MTHS

According to comScore Consumer target profile Feb 2017



# ADVERTISING OPPORTUNITIES

Our dedicated editorial and creative team will ideate & produce engaging and shareable sponsored content while including you in the creative process. We'll help you boost brand awareness, brand loyalty & SEO by leveraging co-branded evergreen content across our diverse outlets and properties.



## Native Content



- Article Sponsorship
- Sponsored Content
- Sweepstakes/Contests
- Custom Micro Sites



- Newsletters
- Email Blasts

## Custom Video



- Custom Video
- Facebook Live
- Video Outstream
- Facebook Content



## Standard Display & Targeting Capabilities



- Site banners
- Mobile Banners
- Pre-Roll Video
- Site Skins



- Keyword Targeting
- Audience Segment Targeting
- Geographic Targeting



# Native Content Opportunities

## The Home Depot Custom Microsite

Our in-house editorial team handles design, production & deployment of custom-webpages & can document a project through photos, video & articles.

We created a THD branded microsite, showcasing four custom articles all dedicated to Pros and enthusiasts considering and planning decking and fencing projects.



### Performance

Microsite landing page 22.9K Unique Page Views

All articles received above average PV's and UV's

One article received 3X times the average views & had a 2:04 min AVG time on the page.

### Metrics

	Page Views	Unique PV	AVG Time
Microsite Home page	17,946	22,988	1:11
Upgrade Your Deck	3,032	2,024	2:04
Decorative Fencing Ideas	2,436	1,887	1:34
Benefits of Composite Decking	1,339	1,141	1:53
How to Pick the Right Fence	1,190	1,082	1:54

LINK -<http://www.doityourself.com/design-center/thd-projects>



## Top Performing Sponsored Content

(One Month Duration)



EVERGREEN CONTENT



**4 Things to Do with a Quart of Paint**

41K PV's in 1 month

Avg. 3.24 min  
on this article



HOLIDAY SPECIFIC



**Father's Day: Build a Wagon with Your Kid**

44K PV's in 1 month

40K UV's  
on this article



SEASONAL CONTENT



**DIY Veggie Gardens that Go the Distance**

29K PV's in 1 month

25K UV's  
on this article

 3Videos

## Top Performing Sponsored Content By Page View

(One Year Duration)

How to Add Freon to Your Central Air Conditioner



190K

How to Drill Into Tile without Breaking It



136K

How To Locate & Determin if a wall is Load Bearing



107K

Drain Pipe Slope Calculations



132K

# VIDEO OPPORTUNITIES

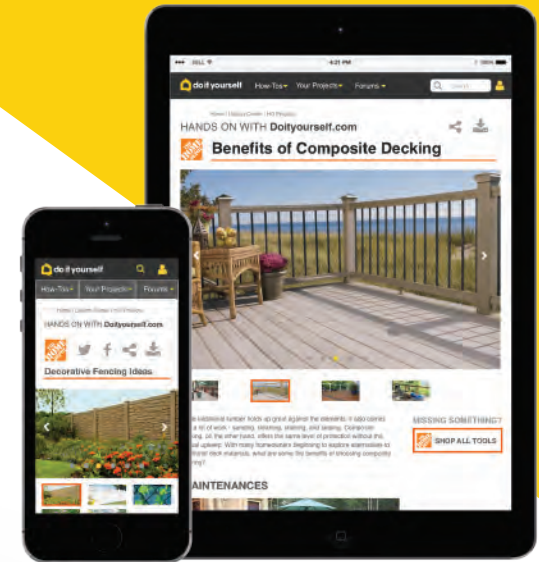
## Custom Microsites & Sponsored Articles

### Custom Videos

Decking: **Updating Your Deck with New Composite Decking Boards**



### Decking & Fencing Microsite 2016



### Gardening: **Tips and Tricks for the Green Thumb Challenged**



Received 39K+  
Page Views  
3 Videos  
& 2 Articles



# NEW VIDEO PRE-ROLL OPPORTUNITIES



## VIDEO PERFORMANCE

### Metrics & Reach

Estimated views per 30-days:  
800,000

**90%**

**Content completion rate**

**80%**

**Ad Completion rate**

**50%**

**Viewability**

# VIDEO OPPORTUNITIES

Optimized For Social Media



**+58K**  
VIEWS



**+1.2MM**  
FOLLOWERS

Panasonic Smart Kitchen Demo CES 2017  
Posted by DoltYourself.com  
58,741 Views



**dolt yourself**  
.com



# VIDEO OPPORTUNITIES

Optimized For Social Media

Internet Brands Home Content Team can showcase your brand in videos optimized for silent views or Facebook Live events in stores. Abridged versions available.

The image features a computer monitor displaying a Facebook page for 'do it yourself .com'. The page includes the company logo, navigation menu, and a video post. The video post shows two women in a hardware store looking at a tablet, with a 'Facebook LIVE' badge in the top right corner. The monitor also displays a 'Facebook LIVE' badge at the bottom center. The background of the video thumbnail is a large image of the same two women in the hardware store, also with a 'Facebook LIVE' badge in the top right corner.

Previous Facebook Live videos have seen over 11,000 views in a single post.

# VIDEO PERSONALITIES



**BRAD**

**About:**

A professional in the world of home improvement, Brad's not afraid to put in the work on large and expert DIY projects.

**Projects:** Chevy Backyard Projects, THD Gardening, DIY Tips and Tricks.



**LAURA**

**About:**

Smart and bubbly, Laura is a versatile DIYer who takes on small and medium projects in and out of the home.

**Projects:** Yale Locks



**do it yourself  
.com**



# Dave's Garden

**GA: 4.5M PV | 2.2M Visits**

**comScore: 2M PV | 500K UV**

We're a friendly and knowledgeable gardening community, and home of the largest plant, bird, and bug identification databases in the world!

## Demo Data

**GENDER 51% MALE**

**HHI 62% 75K or MORE**

**AGE 40% 18-34 yr**

## Host



**Atika**

### About:

An experienced gardener who knows all the tips and tricks to keep your yard beautiful. From veggies to flowers, she'll help you start the perfect garden or take it to the next level.

**Projects:** Osmocote: Container Gardening

# THANK YOU



[www.internetbrands.com](http://www.internetbrands.com)

INTERNET BRANDS, INC.  
(CORPORATE HEADQUARTERS )  
909 N. Sepulveda Blvd, 11th Floor  
El Segundo, CA 90245



**Paul Austin**

Account Executive



[Paul.Austin@InternetBrands.com](mailto:Paul.Austin@InternetBrands.com)



**310-280-4398**

**Jim Peterson**

Director of Sales, Home Media



[Jim.Peterson@InternetBrands.com](mailto:Jim.Peterson@InternetBrands.com)



**312-505-2283**

**Taryn Jang**

General Manager, Home Media



[Taryn.Jang@InternetBrands.com](mailto:Taryn.Jang@InternetBrands.com)



**310-280-4538**