

# Our Mission is **To Empower Every Person to Create**



**Improve**  
Quality of Life



**Develop**  
DIY Skills



**Build** Personal  
Connections



**Save**  
Money



**Empower** and  
Instill Confidence



# Key Stats



## The Hometalk Community

**5.7M**

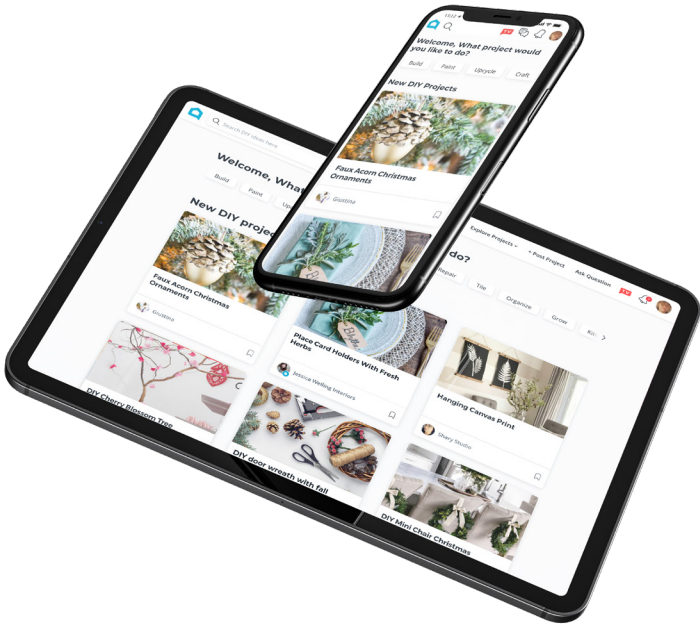
Monthly Unique Visitors

**21M**

Total Members

**164K**

Project Tutorials



## Site Analytics

**26.3M**

Monthly  
Pageviews

**35K**

Monthly New  
Sign-ups

**5.4M**

Uniques per  
Month

**164s**

Average Time  
per Session

**5.2**

Visits per Month  
per Unique



## App Analytics

**3.3M**

Monthly  
Pageviews

**45K**

Monthly New  
Sign-ups

**253K**

Uniques per  
Month

**142s**

Average Time  
per Session

**3.9**

Visits per Month  
per Unique

# Social Stats



\*Year to date as of 21.4.20

**12M**  
Followers

**304M**  
Total Videos Views

**403M**  
Total Minutes Views



**2.5M**  
Page Follows

**52M**  
Average Monthly Reach

**7M**  
Monthly Visits  
from Pinterest Users



**231K**  
Followers

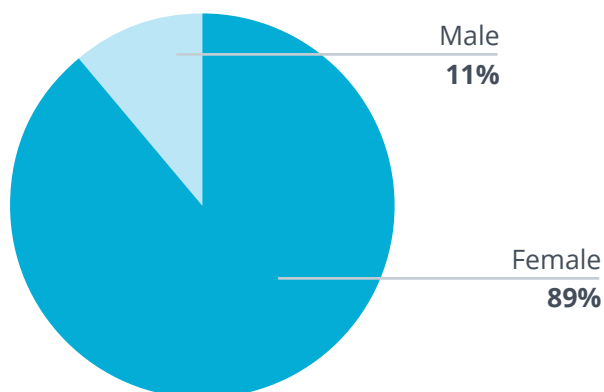


**6K**  
Followers

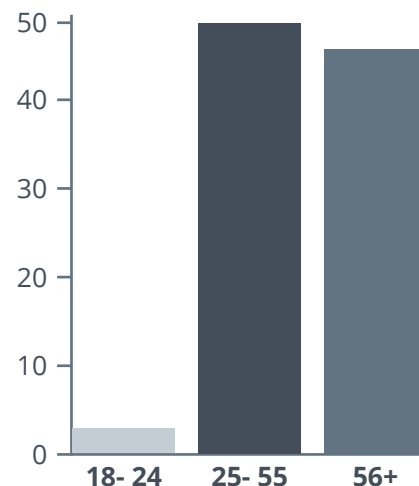
# Who is our Audience?

## Hometalk.com Audience

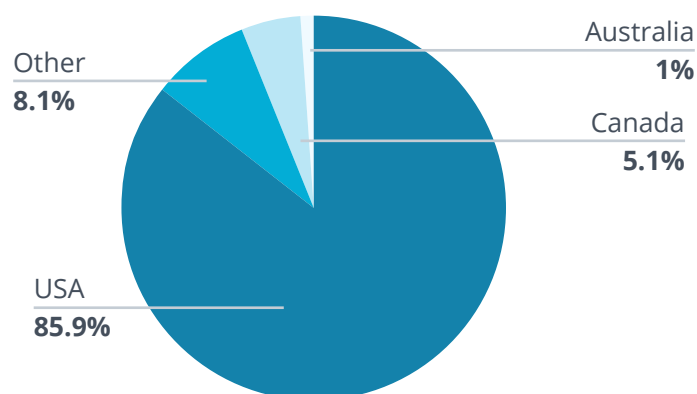
Gender



Age Group



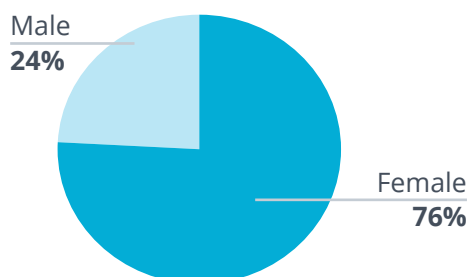
Audience GEO



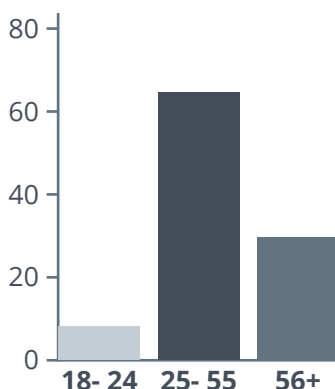
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## Social (Facebook) Audience

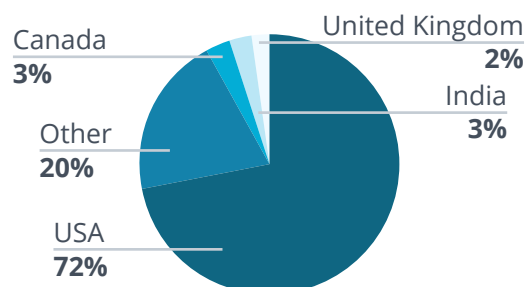
Gender



Age Group



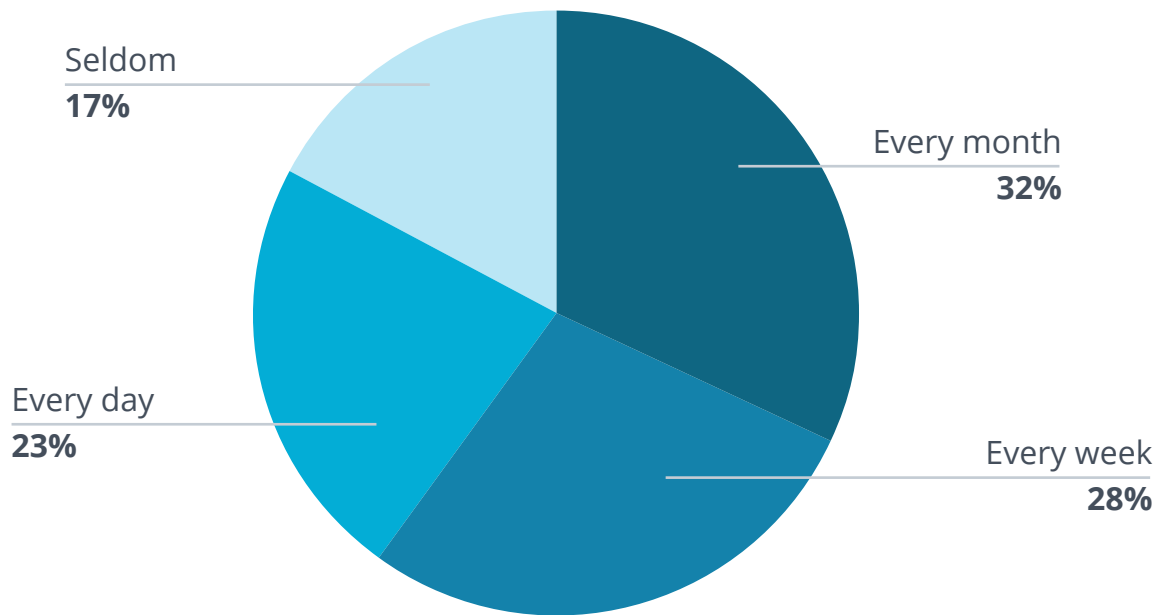
Audience GEO



# DIY Habits

**“58% of the members create a project they saw on Hometalk at least once a month”**

## How often do you DIY?



## Our Distribution

Most of our content is UGC -

**By the community and for the community, bringing an authentic voice and feel to the site along with amazing distribution.**



**2.4 Million** emails **500k** App Installers



The ability to **target and retarget** engaged users with posts or ads



The ability to **drive a substantial amount of Hometalk enthusiasts** to any given article or page