

VerticalScope Home | Hometalk

2023 Audience Deck



Our mission is to empower every person to create.

We believe that with the right tools and encouragement, every person has the power to create a home and a life they love.



Improve Quality of Life



Develop DIY Skills



Build Personal Connections



Save Money



Empower and Instill Confidence





VerticalScope Home | Hometalk

Audience

Hometaalk Audience Traffic



Monthly Pageviews



Monthly Unique Visitors

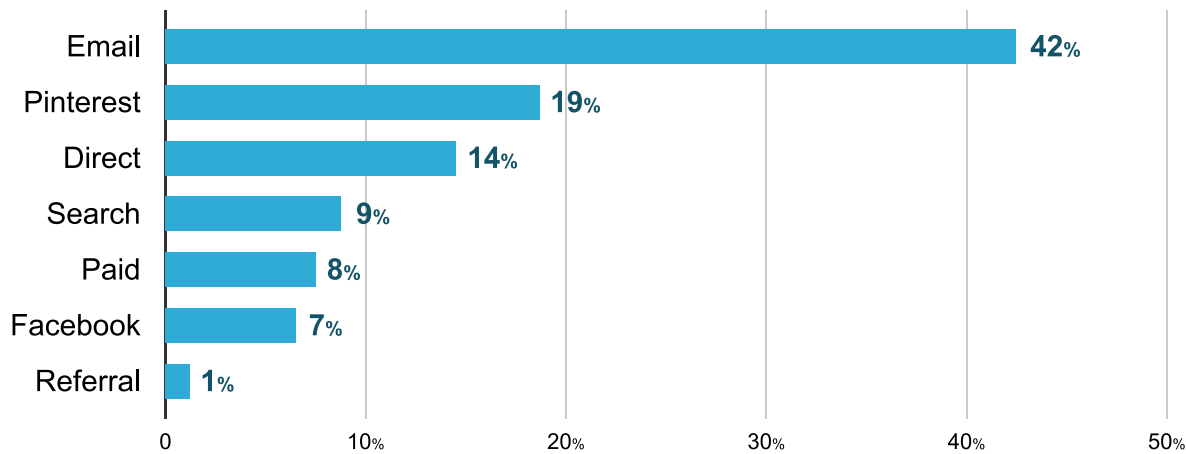


Newsletter Subscribers

11.2MM+ Monthly Sessions

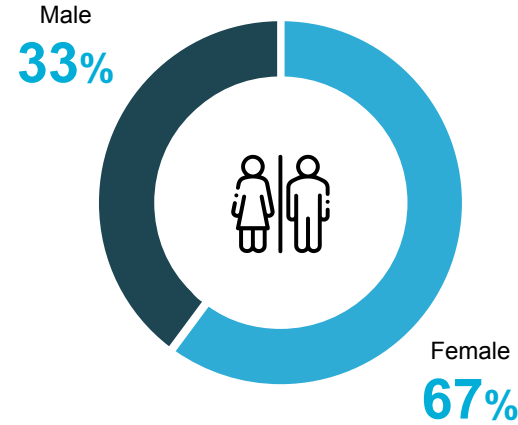
146 Sec. Average Time Per Session

Traffic Source

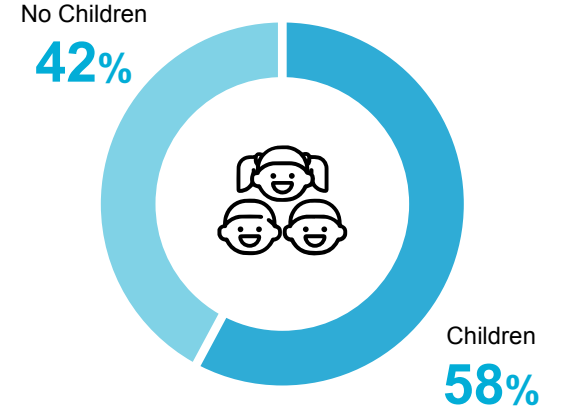


Demographics

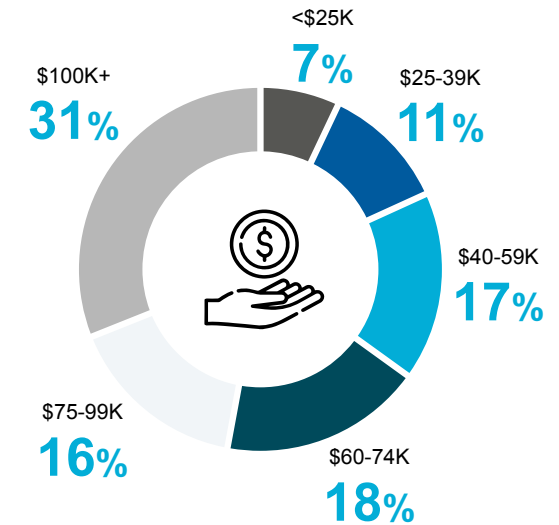
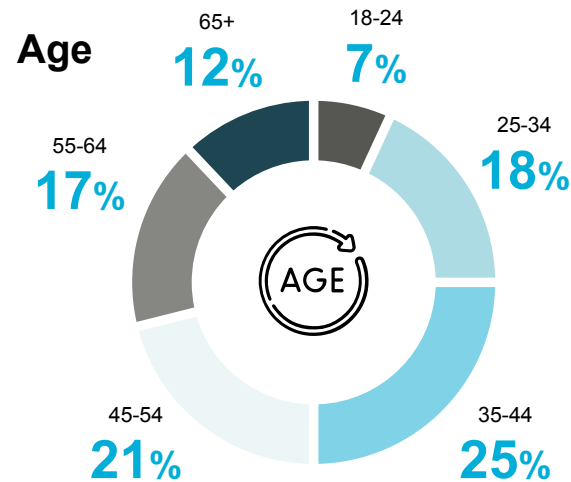
Gender



Children



Age



Hometaalk

Top Audience Personas



73%
Cooking
Enthusiasts



53%
Value Shoppers



50%
Pet Lovers



48%
Family-Focused



46%
Bargain Hunters



43%
TV Lovers



41%
Home Decor
Enthusiasts



41%
Do-It-Yourselfers



39%
Book Lovers



38%
Beauty Mavens



38%
Shopping Enthusiasts



37%
Fashionistas



35%
Movie Lovers



35%
Shutterbugs



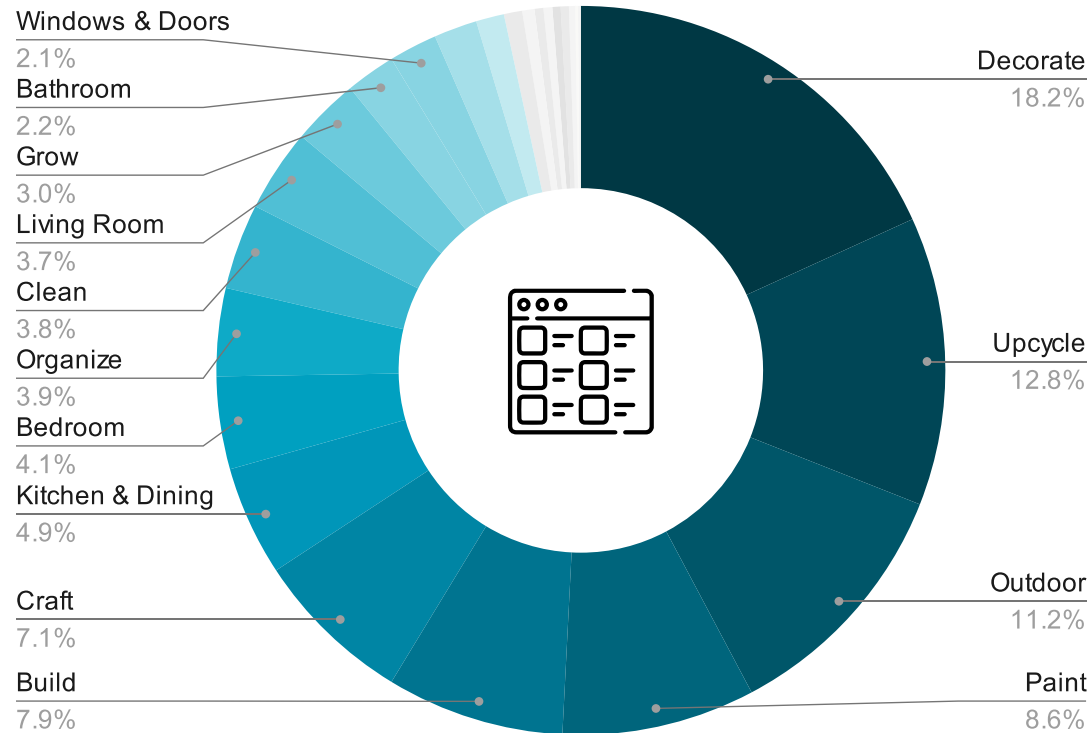
35%
Fast Food Cravers



Hometaalk

Top Categories and Brands Across Hometaalk

Categories:



Brands:



Hometaalk

Social Stats



Facebook

16.8MM

page followers

1.6BN

total video views
(last 12 months)

1.5BN

total minutes viewed
(last 12 months)



YouTube

1MM

subscribers

107MM

total video views
(last 12 months)

440MM

impressions
(last 12 months)



Pinterest

5.6MM

page followers

50MM

average monthly reach

3.05MM

monthly visits from
Pinterest users



Instagram

493K

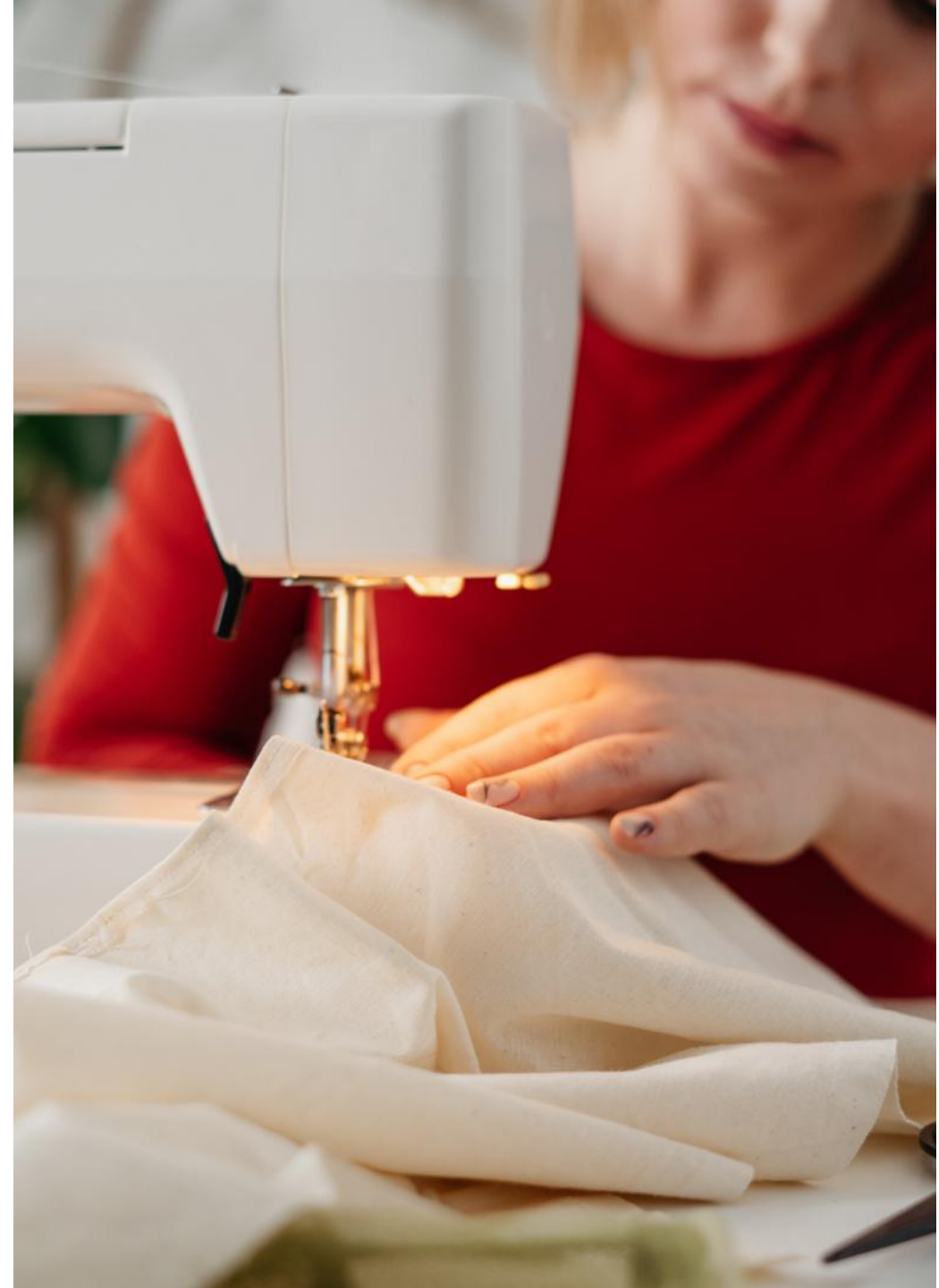
followers



TikTok

874K

followers



Hometaalk

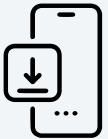
Email & App Stats



2.49MM

Email Recipients

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



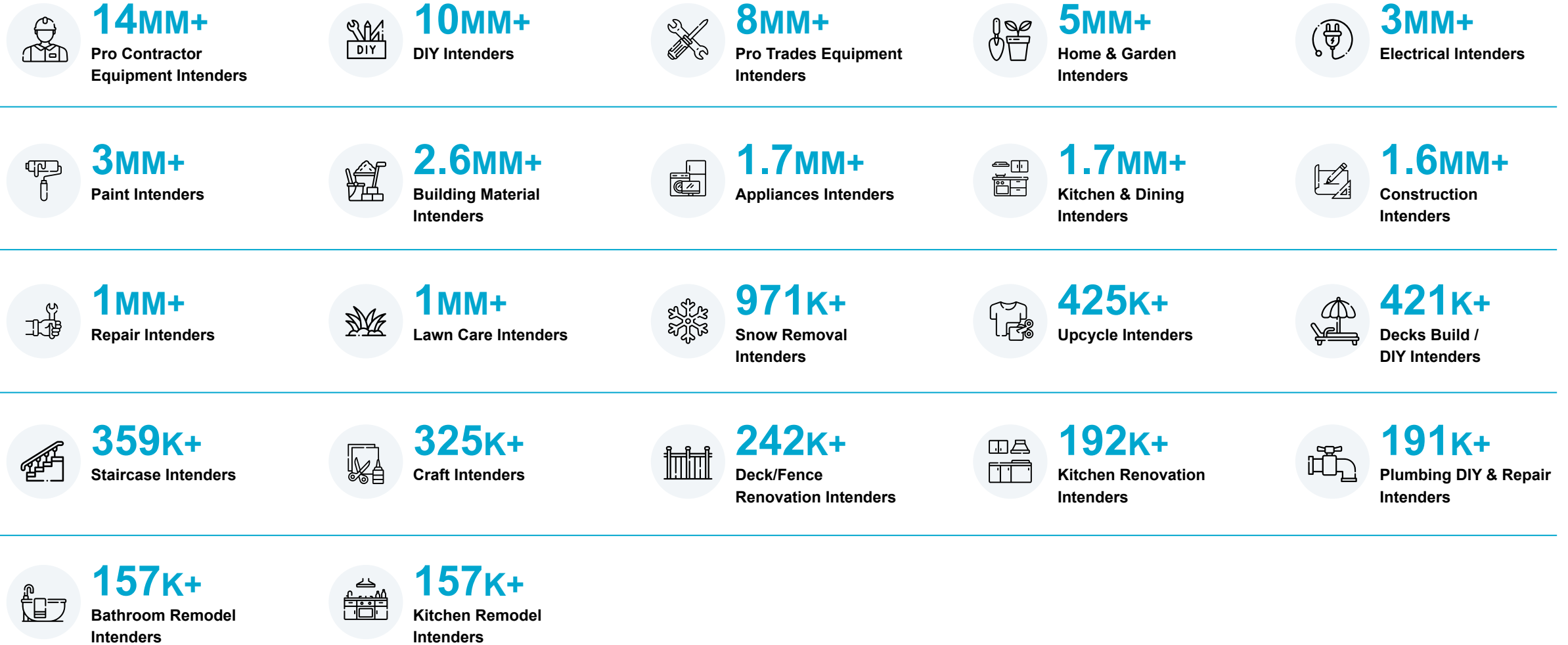
726k

App Installs

The ability to drive a substantial amount of Hometaalk enthusiasts to any given article or page.



Top First Party Data Audience Segments (By Monthly Impressions)



Source: Google Analytics, 2022

Hometalk Region



U.S

Texas	9%
California	8%
Florida	7%
New York	6%
Illinois	5%
Georgia	5%
Pennsylvania	4%
Virginia	4%
North Carolina	4%
Ohio	4%
Michigan	3%
Washington	3%
Tennessee	2%
Indiana	2%
Arizona	2%
Missouri	2%
Massachusetts	2%
Wisconsin	2%
Colorado	2%
New Jersey	2%



Canada

Ontario	39%
Quebec	18%
British Columbia	14%
Alberta	14%
Nova Scotia	4%
Manitoba	4%
Saskatchewan	4%
New Brunswick	3%
Newfoundland and Labrador	2%
Prince Edward Island	1%





Thank you!
