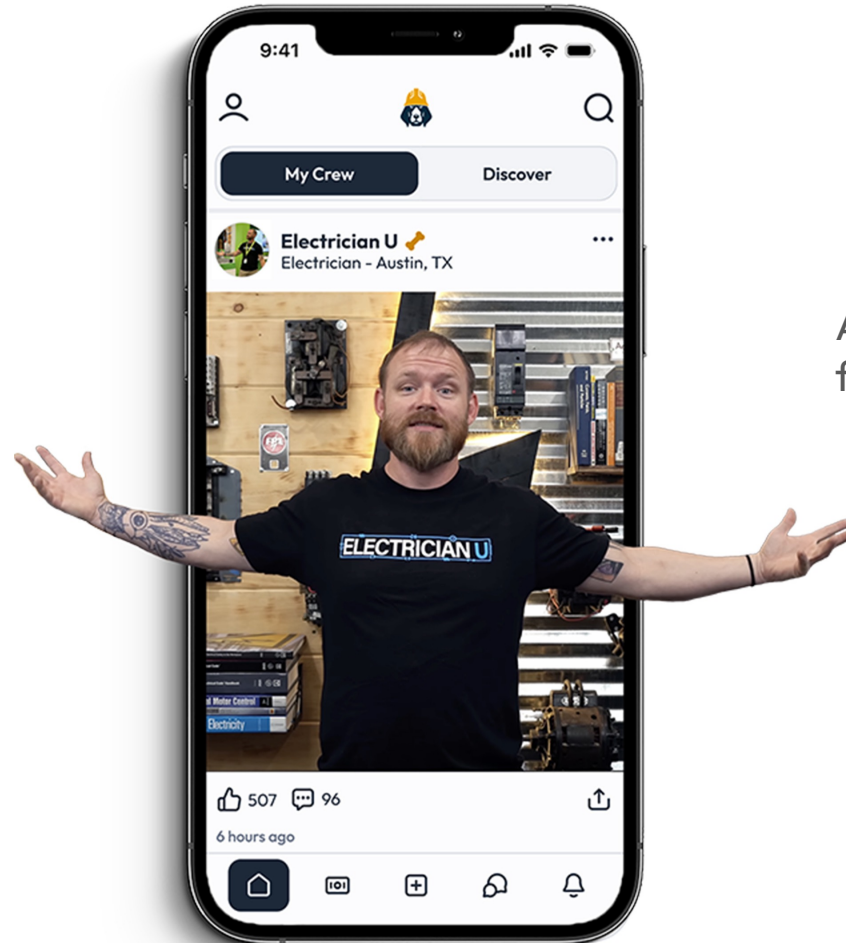




TRADE HOUNDS

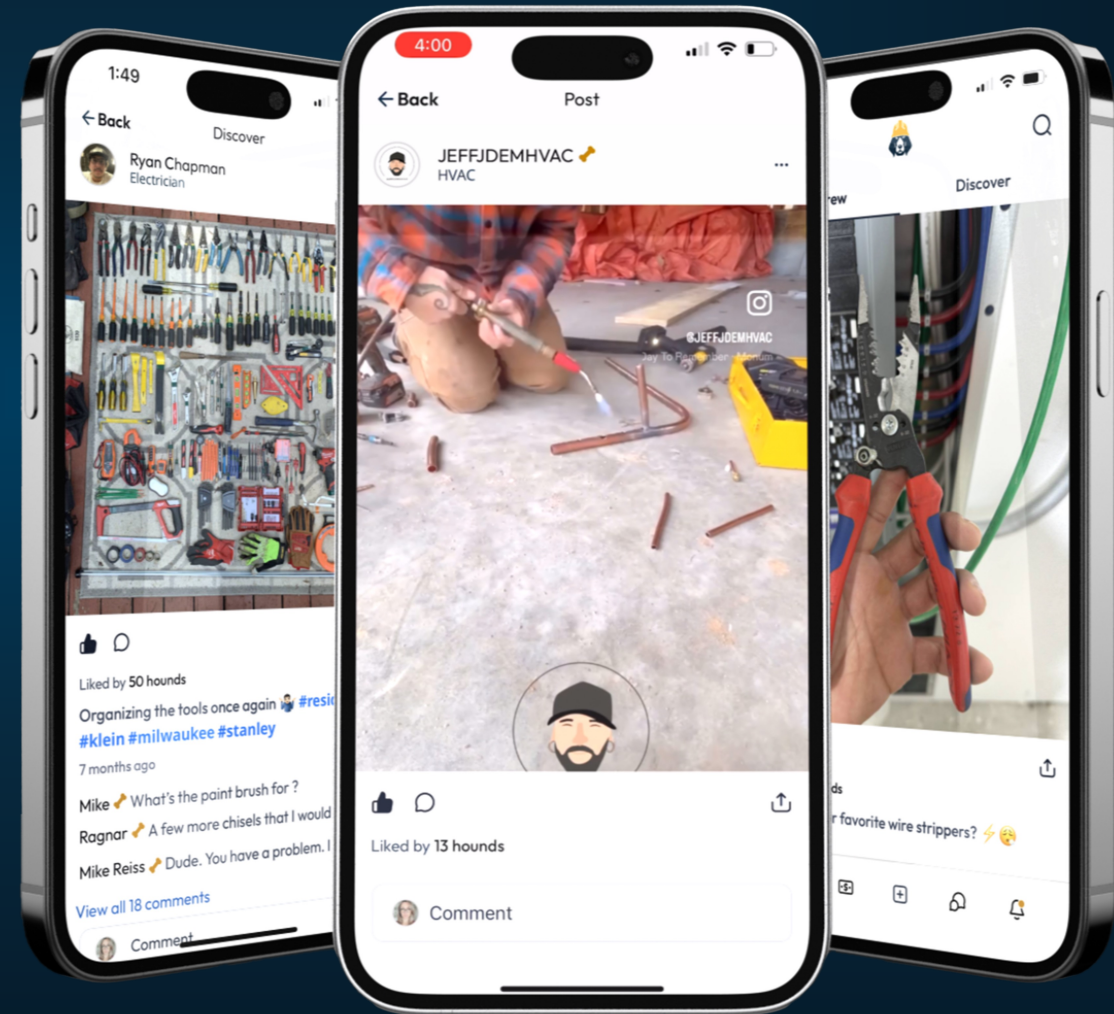
CONTENT THAT CONNECTS & CONVERTS



America's largest app
for tradespeople

What is Trade Hounds?

- A social media marketplace
- 335,000 skilled tradespeople
- Users share pics and videos
- Get advice to improve their skills
- Find job opportunities
- Network with other pros
- Discover and engage with brands
- Search for materials at supply houses



Trade Hounds User Demographics



Apprentice 39%



Journeyman 41%



Master 20%



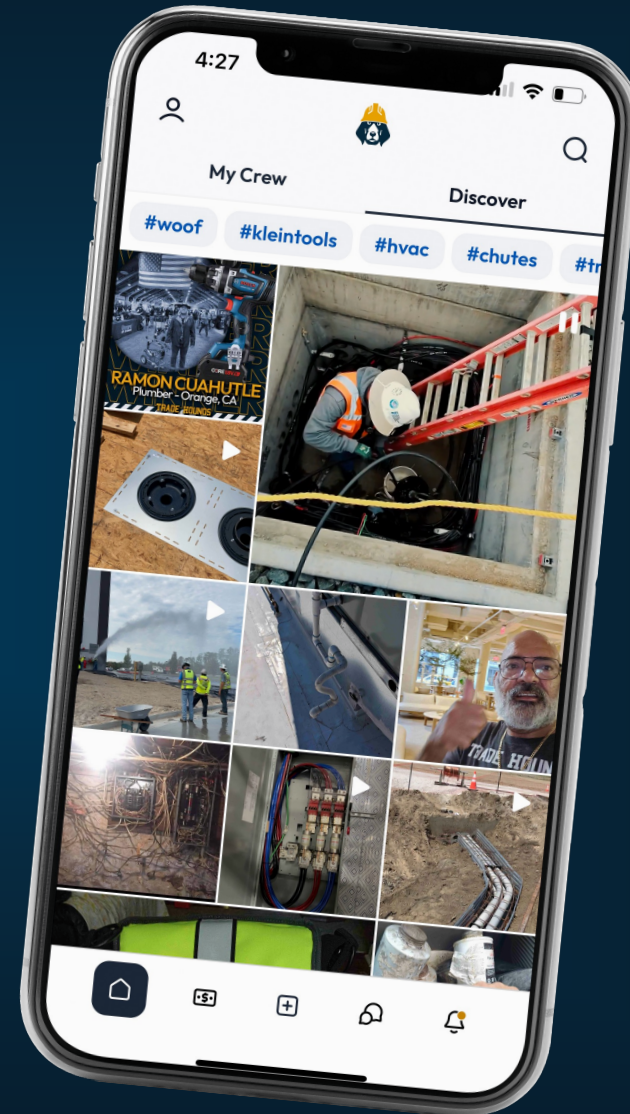
Demographics

Trades:

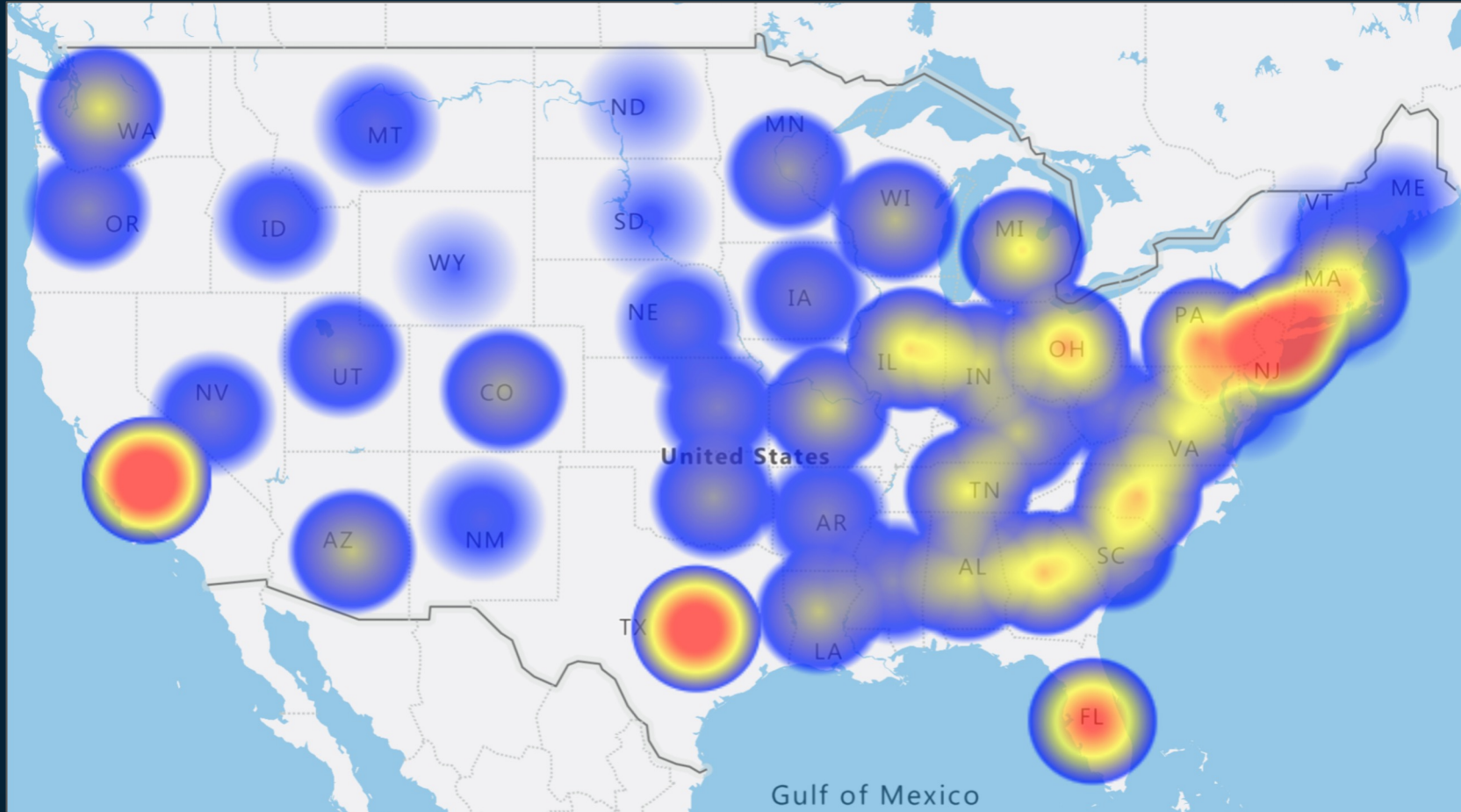
- 52% are electricians or related
- 22% are HVAC/plumbers/mechanics
- 11% are carpenters/builders
- 9% are industrial/welders
- 5% are equipment operators

Verticals:

- 43% commercial
- 28% residential
- 21% industrial
- 3% civil
- 5% other



Where are Trade Hounds users located?

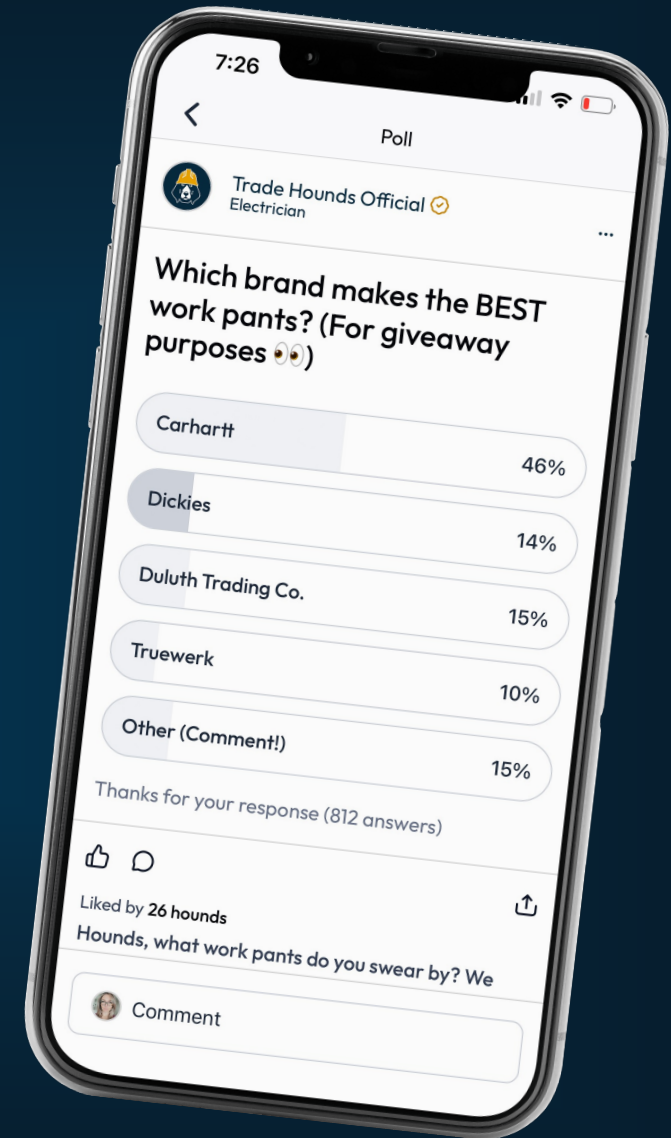


Polls

We offer partners the opportunity to conduct user research. One popular method is polling. Here are some examples of insights we got from polls:

- 1 out of 4 users served in the military.
- A Trade Hounds user spends an average of \$4K a month on materials.
- 7 out of 10 Trade Hounds users visit supply houses at least once a week.
- Fewer than 1 out of 10 describe their experience with distributor websites/apps as great.
- Nearly half generate quotes at least once a week.
- 40% charge over \$75 per hour when quoting customers.
- 45% submit requisitions at least once a week.
- 1 out of 3 users work in companies that are fewer than 30 employees.
- 1 out of 3 users work in companies that are larger than 100 employees.

Polls can also be used to test new product launch ideas, conduct social listening to improve products and services, refine your persona research, etc.



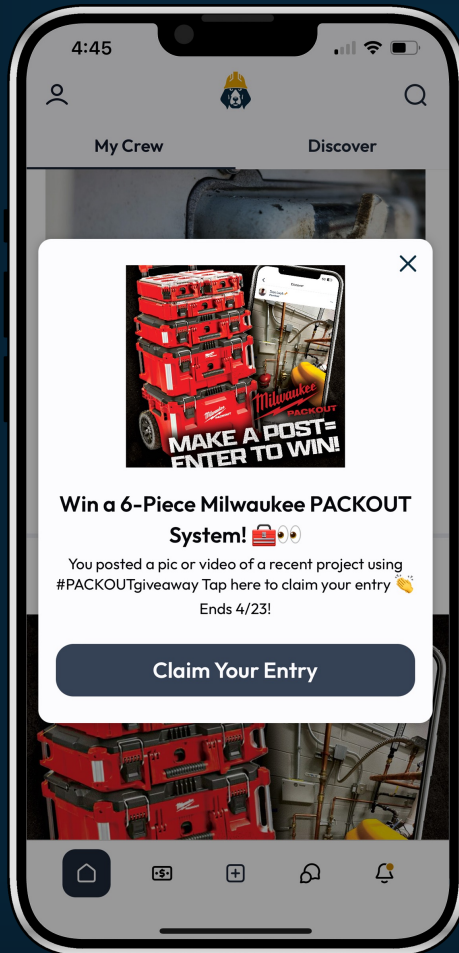
Advertise

Our precise targeting capabilities save you time and money by ensuring your ads reach quality customers who actually want to buy what you sell. We target users by geography, trade and level.

We offer a la carte and bundled options that help brands reach and engage with customers.



Pop-Up Ads



Description

- Reach a targeted audience with pop-up ads
- You can target users by ZIP code, job title & trade
- Ad pops up and freezes user's screen until they click the CTA or close the ad
- CTA button can link to any URL inside or outside app
- Showcases a featured image, headline, description, CTA button and emojis



Sponsored Posts

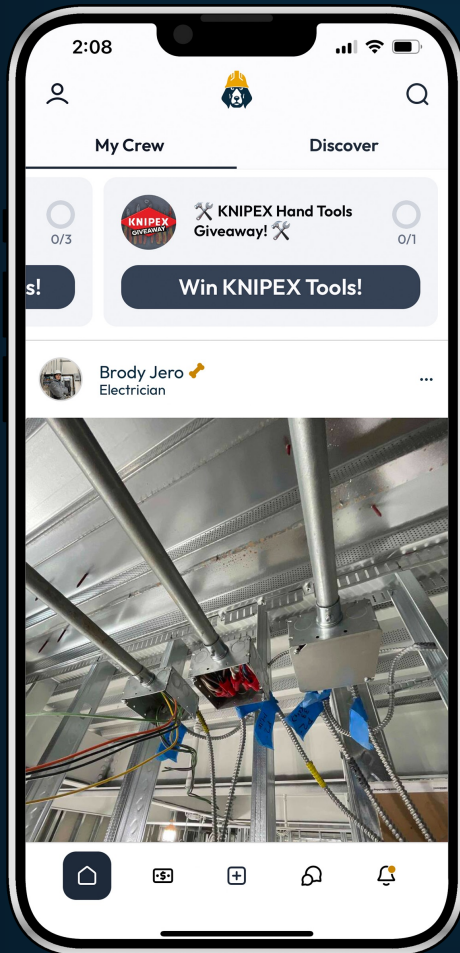


Description

- Sponsored post appears on the official Trade Hounds account so it's visible in the main and discover feeds
- Can be video up to 90-seconds, photo & graphic
- Can sell products and/or promote giveaway contests
- Description can include CTA with clickable URL
- CTA can ask for user-generated content that you may repurpose on other platforms
- Measures likes & comments
- You can engage with users in the comment section



Banner Ads

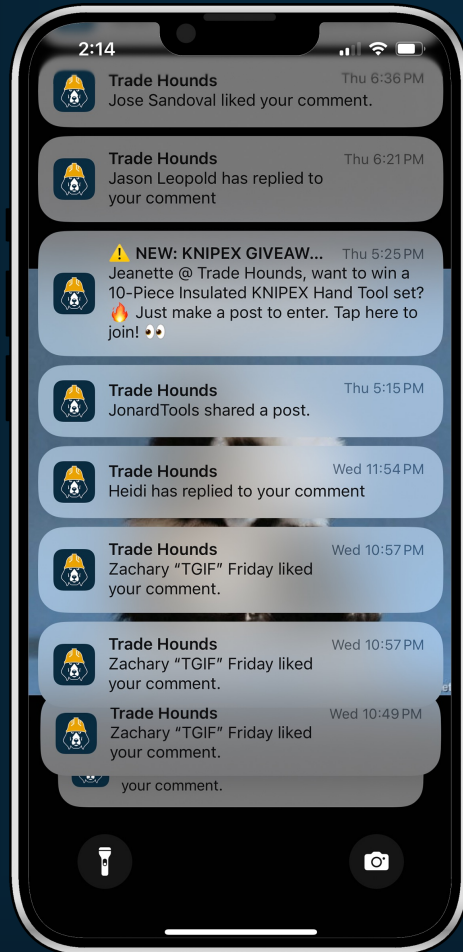


Description

- Displayed at the top of users' feeds for maximum visibility
- Target users by ZIP code, job title & trade
- Thumbnail image, heading, emojis & clickable CTA button
- When clicked, banner button can take users to a full page with more details and CTA button
- Multi-step banners display progress to remind users to complete steps



Push Notifications

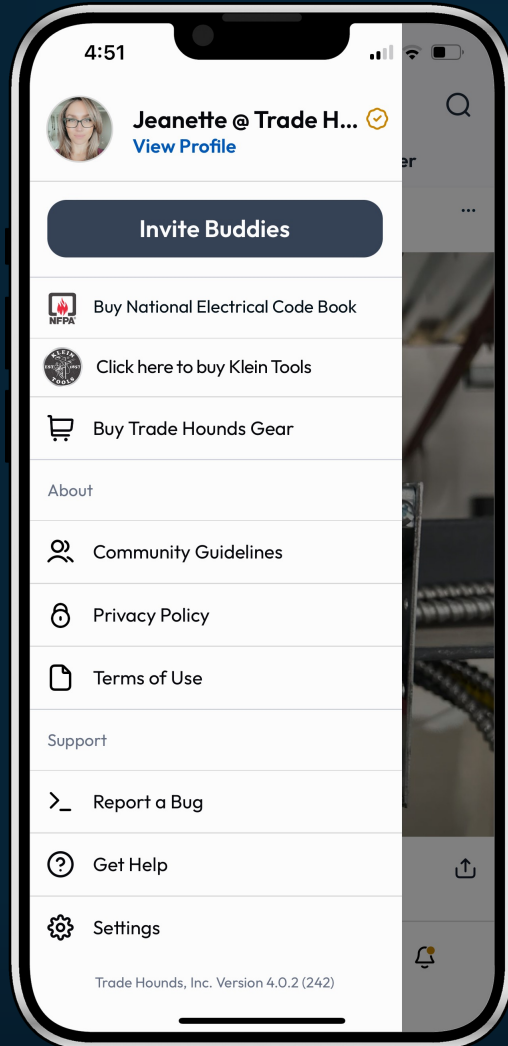


Description

- Average 130,000 impressions per push notification
- Can target users by demographics like geography, trade & job title
- Includes emojis, heading, description & CTA to open
- Can open to any page in the app (like your brand account or post)



Sidebar Menu Button

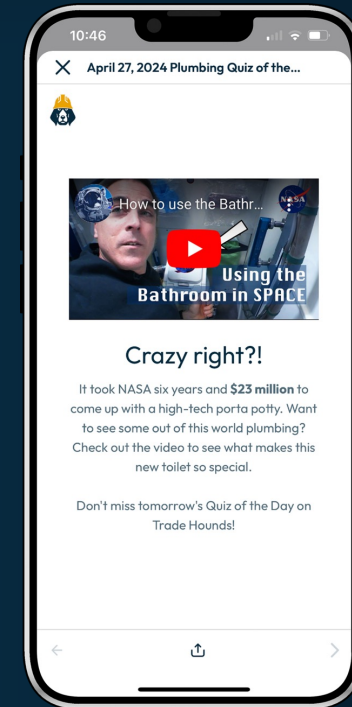
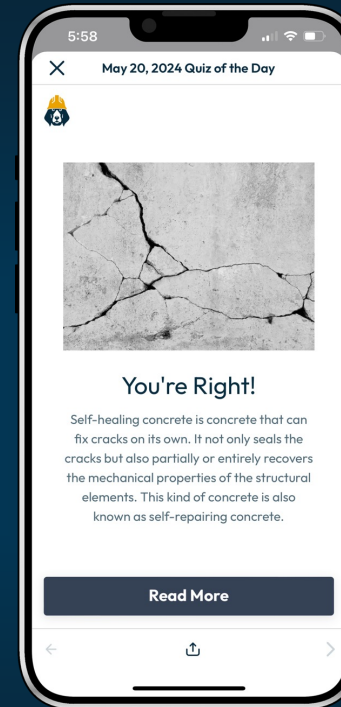
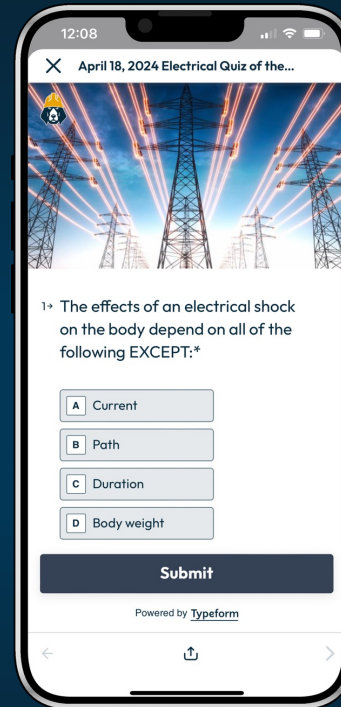
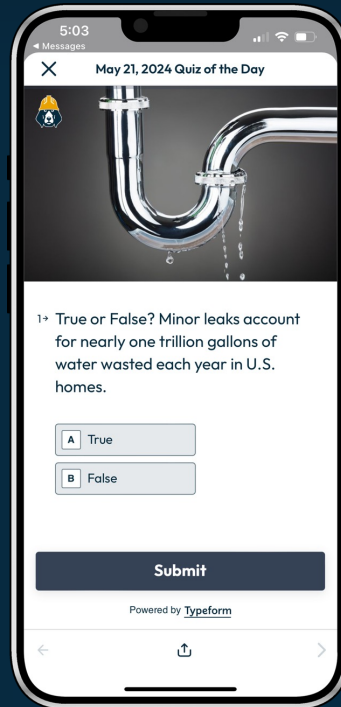
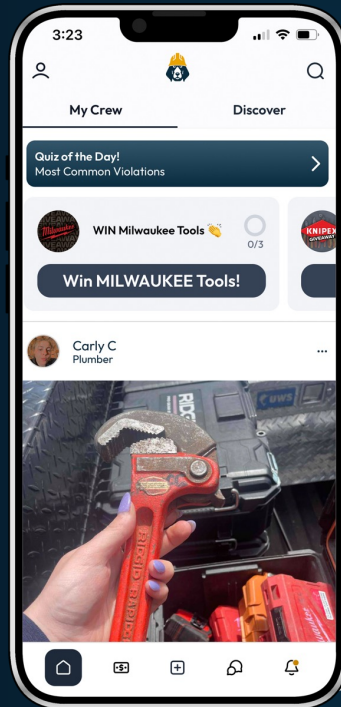


Description

- Button in sidebar menu
- Can be combined with discounts and incentives for Trade Hounds users



Sponsored Quiz of the Day



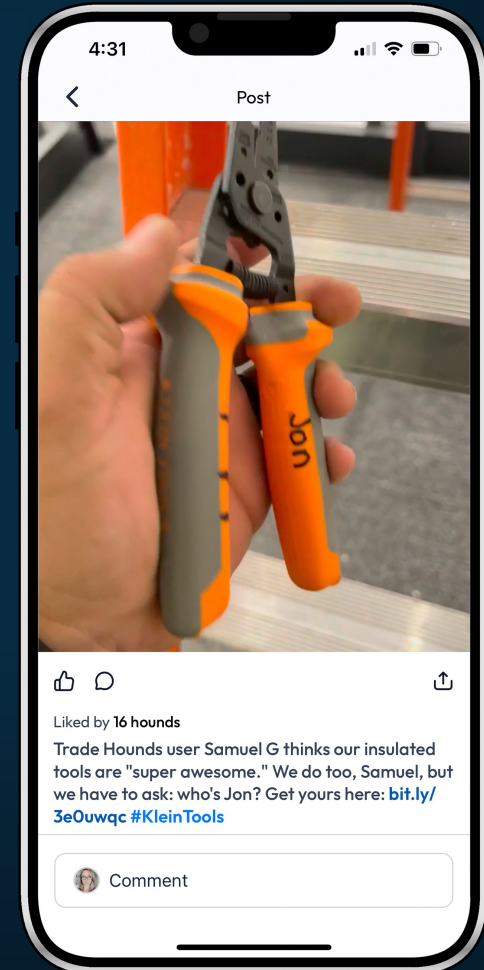
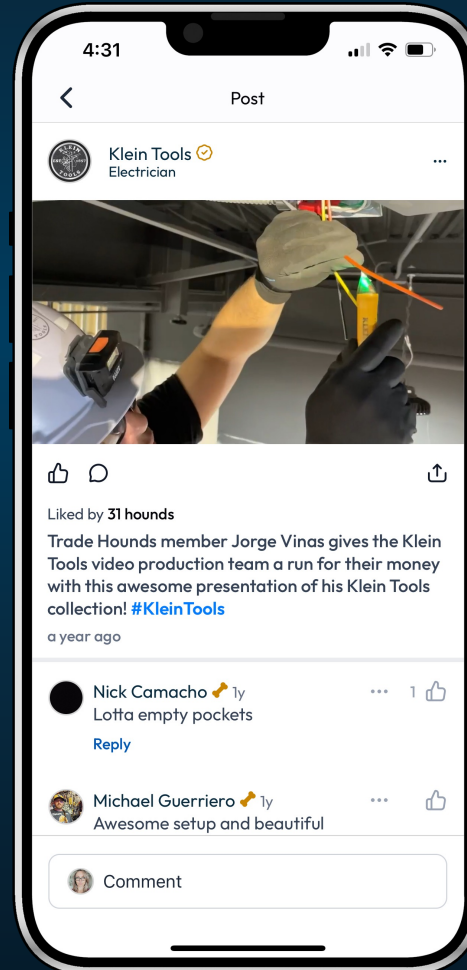
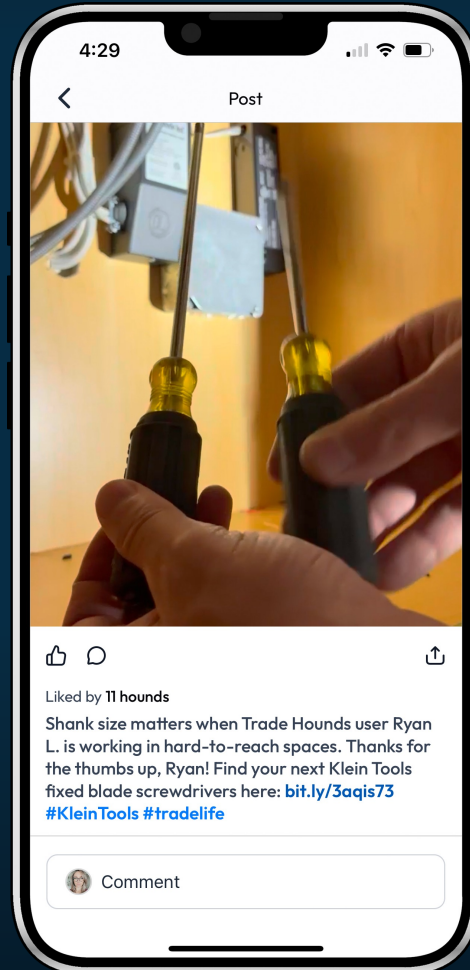
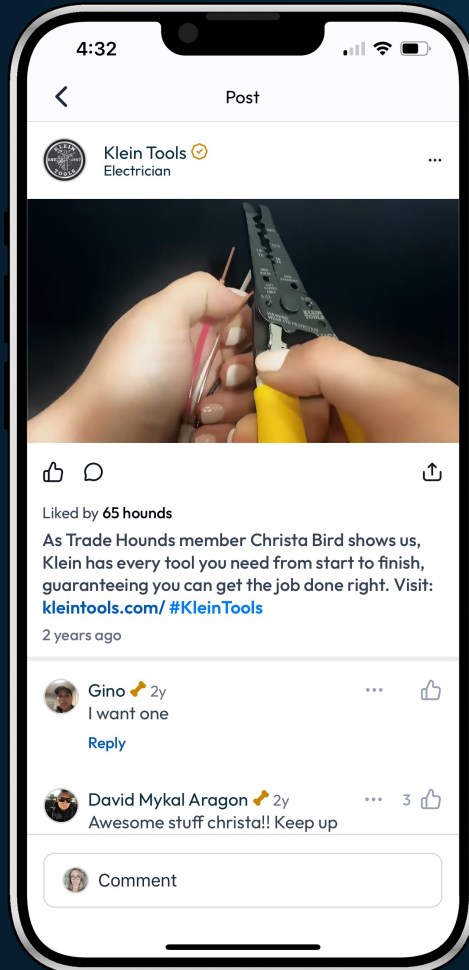
Description

- One question per day
- Branding on banner, question & answer
- CTA button with URL option on answer page
- Averages 1,200 unique user views per day in banner

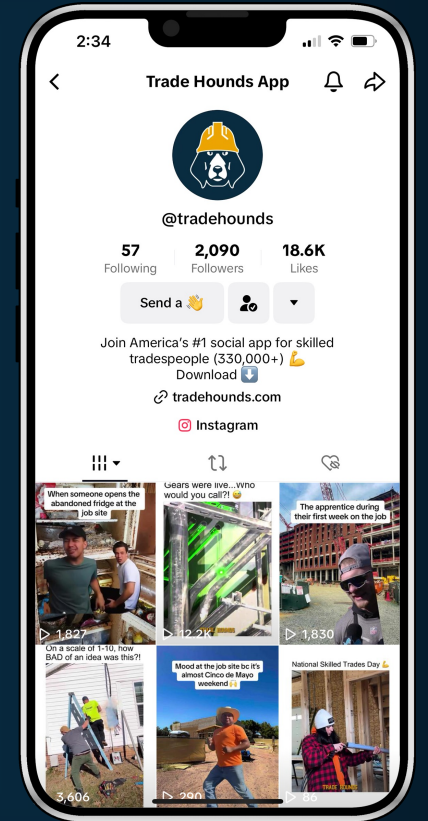
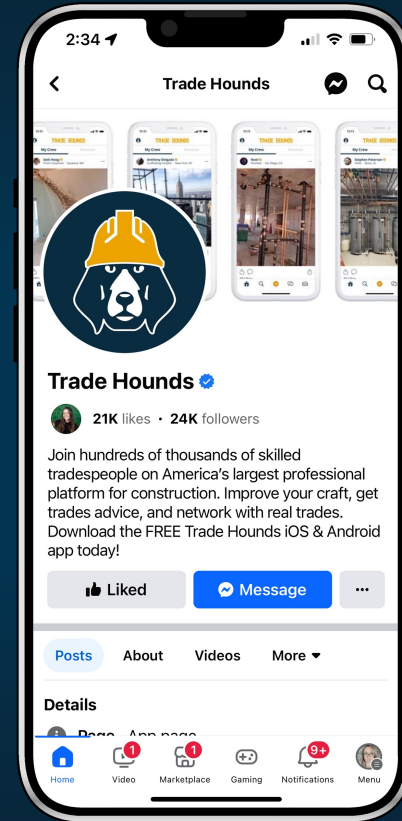
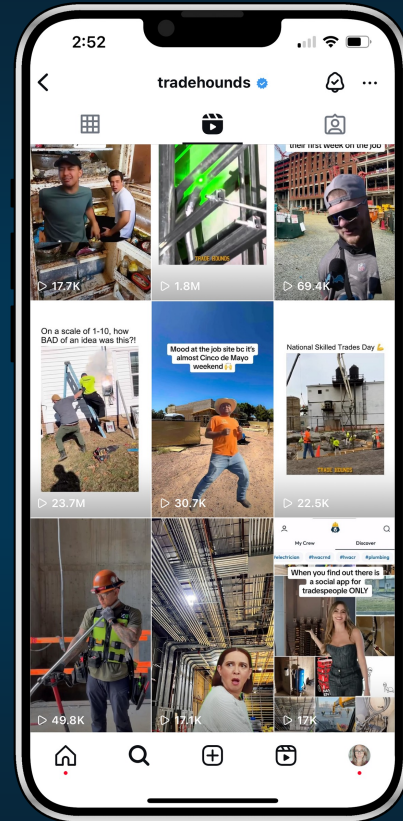
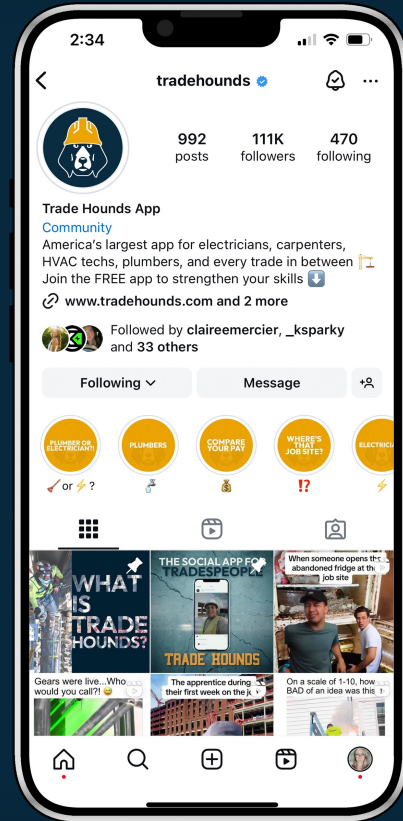
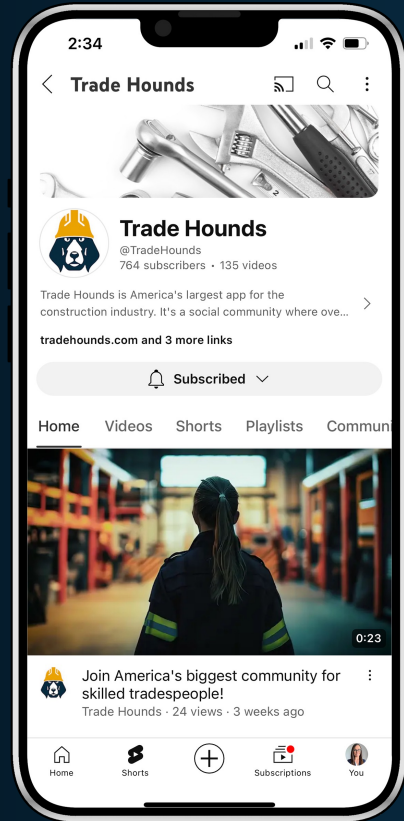


User Generated Content

Product Reviews • How-To Videos • Promos



Trade Hounds Social Media Platforms



Increase your SEO in and out of the app. In addition to promoting partnerships in the Trade Hounds app, we also love collabing on social media. We can share your ads on our social and tag you with a call to action to follow your Trade Hounds account.



Power in Numbers: Influencer Marketing

To maximize your ROI, Trade Hounds offers influencer marketing. Here are a few of our stars.



Electrician U

Dustin Stelzer is a master electrician. He runs the YouTube channel Electrician U, which has more than **80 million views** and 655K subscribers. His TikTok account has 2.7 million likes and 412K followers. He also has 156K followers on Instagram.



Lex the Electrician

Lexi Abreu, aka Lex the Electrician, has **18.5 million likes** and 1 million followers on TikTok. She won a YouTube Content Creator Award for surpassing 100K subscribers and **25 million views**. She also has 600K followers on Instagram.



KSPARKY

Kevin Martinez, aka KSPARKY, is a bilingual electrician who creates videos in Spanish and English. He works new commercial construction. His TikTok account has 336K likes. His Instagram has 64K followers.

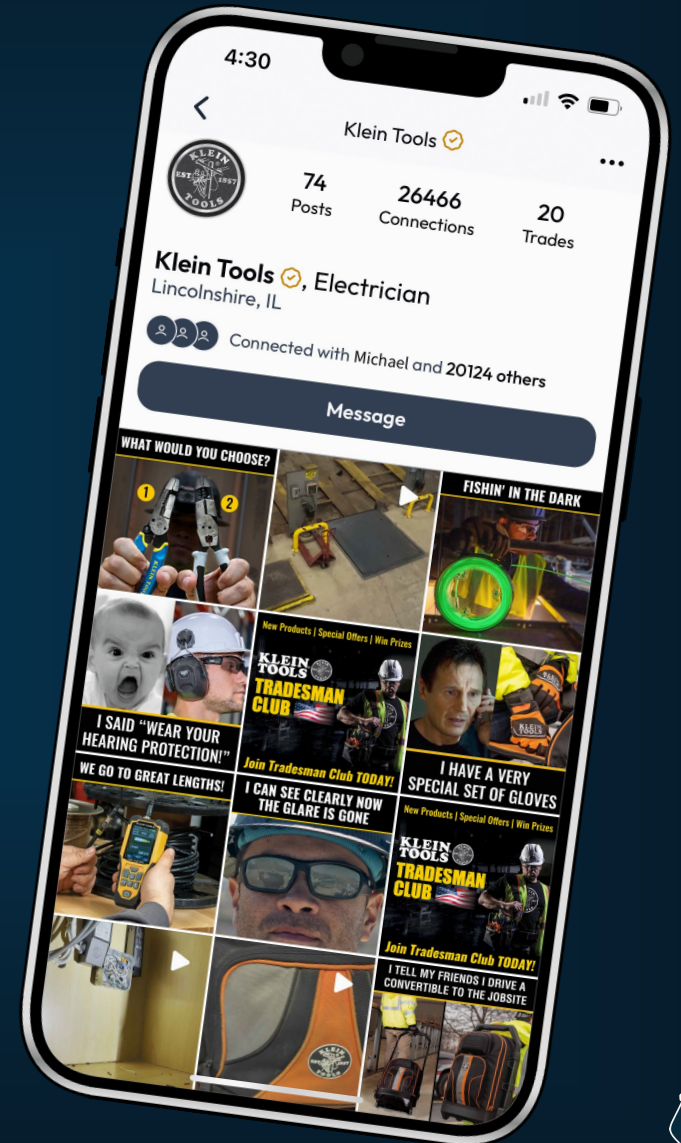


Testimonial

“Partnering with Trade Hounds and its unique niche within the skilled trade sector presents us with a new avenue for connecting directly with this critical audience and participate in the important conversations they are having on a **trusted networking platform.**”

-Mark Klein, Co-President of Klein Tools

Read more: <https://www.kleintools.com/content/klein-tools-continues-its-support-next-generation-skilled-trade-workers-new-partnership-trade-hounds>



Trade Hounds Ad ROI

To respect sponsor data privacy, we anonymized the following campaign ROI

Due to extensive targeting capabilities, Trade Hounds was able to identify 55,000 tradespeople who **matched one customer profile**. Trade Hounds executed surveys to better understand this target user and created programs based on the data collected to tailor more effective initiatives.

Pairing **deep customer insights** with giveaways that rewarded customers with seemingly high value products at no cost proved to be an exciting and effective method of driving viralness.

At 36%, click-through rates on a targeted campaign outperformed traditional paid social media channels by 5x

Other campaign ROI includes:

- Increased signups by 20%
- 1 million impressions across 8 campaigns



Trade Hounds Ad ROI

To respect sponsor data privacy, we anonymized the following campaign ROI

Another partner got the following ROI:

- 100,000 impressions per campaign
- 350,000 total deep in-app impressions
- 13K clicks
- CTR of 17%

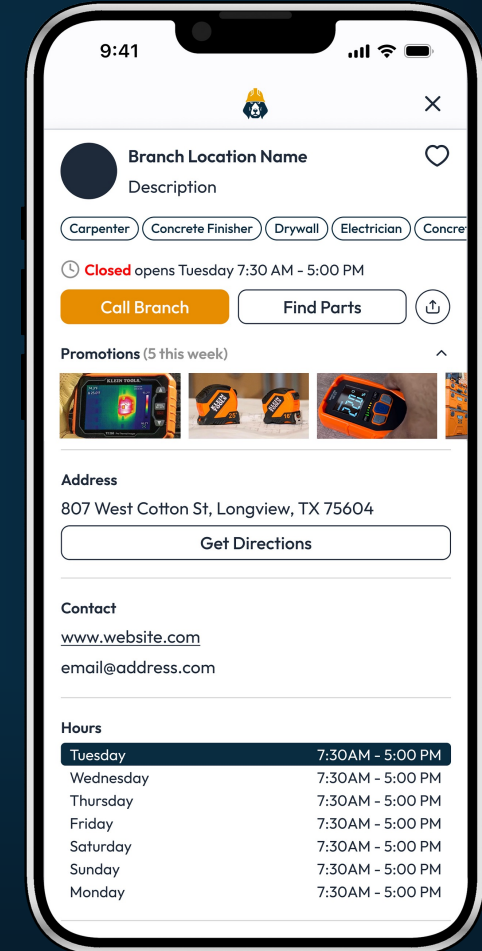
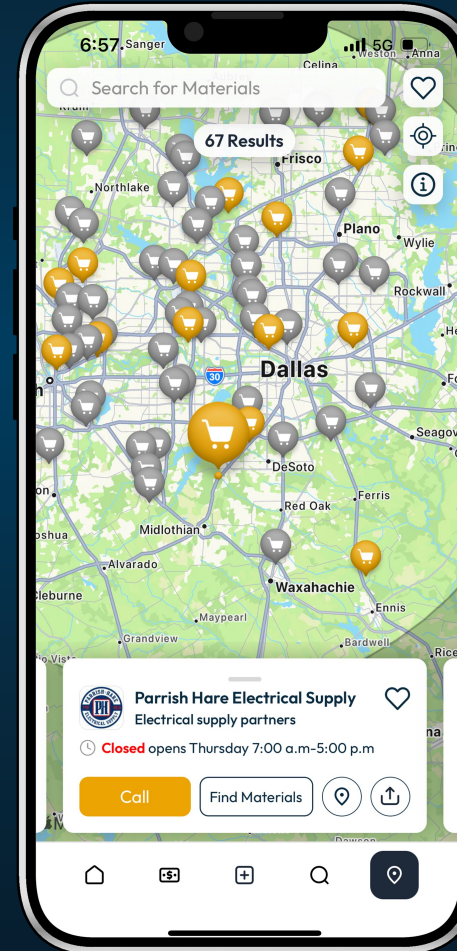
A sponsor's goal was to license authentic user-generated content from Trade Hounds to republish on external platforms. For \$10K, they received about 1,000 videos from Trade Hounds users recommending their products. This increased their brand awareness and credibility in app, organic social media platforms and their website.

One sponsor ran a push notification campaign with Trade Hounds. One push was sent to 80K users with a goal to drive sign ups for their program. Over 500 users clicked on the notification. Of those, 75% signed up.

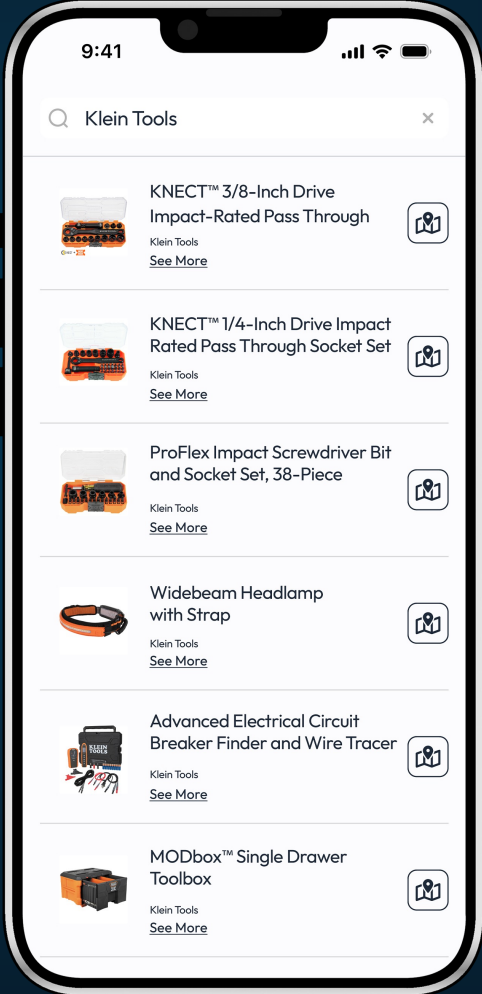
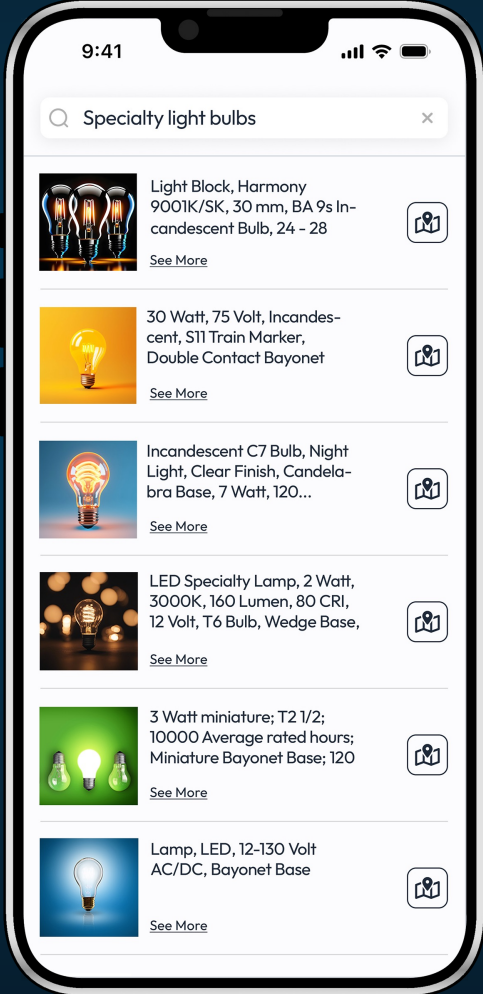
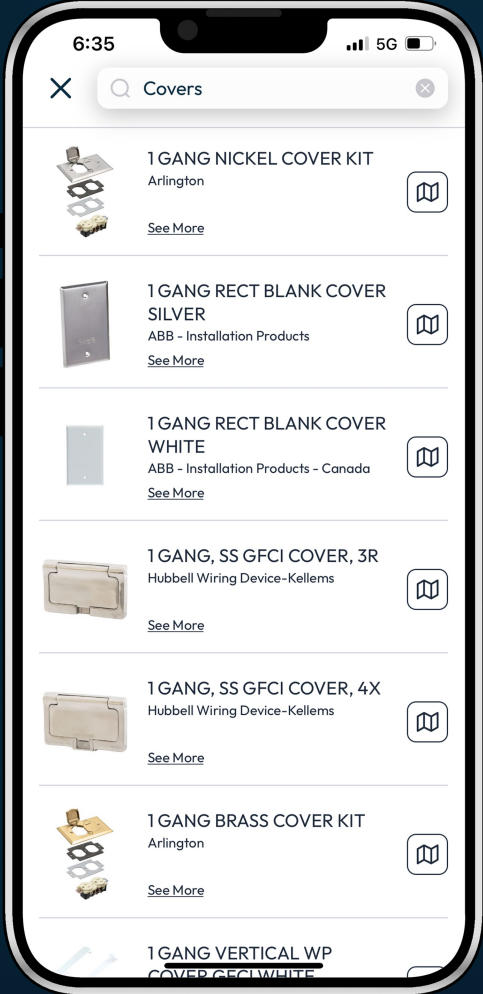


Trade Hounds Supply House Map

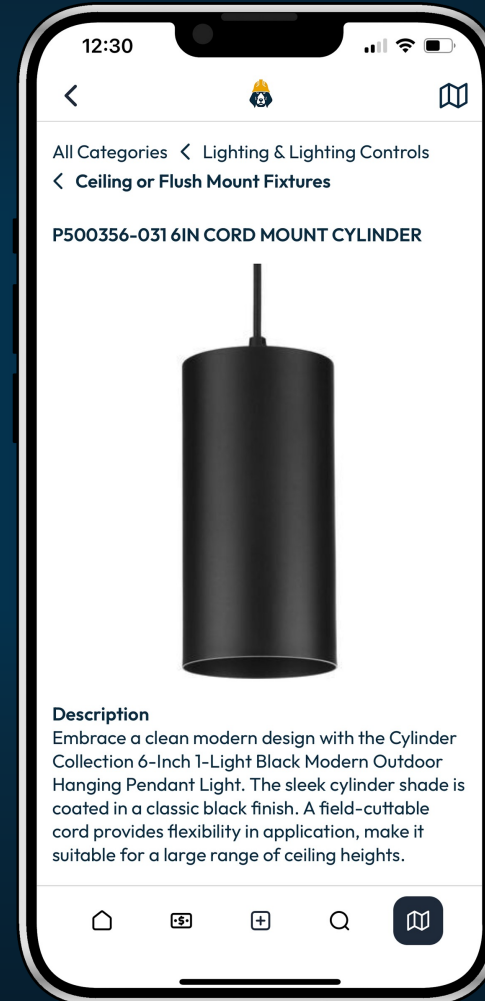
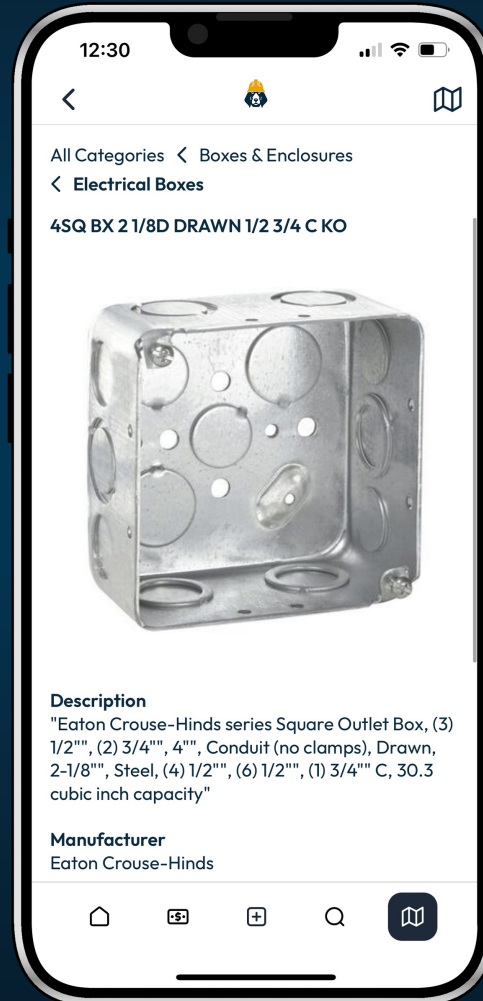
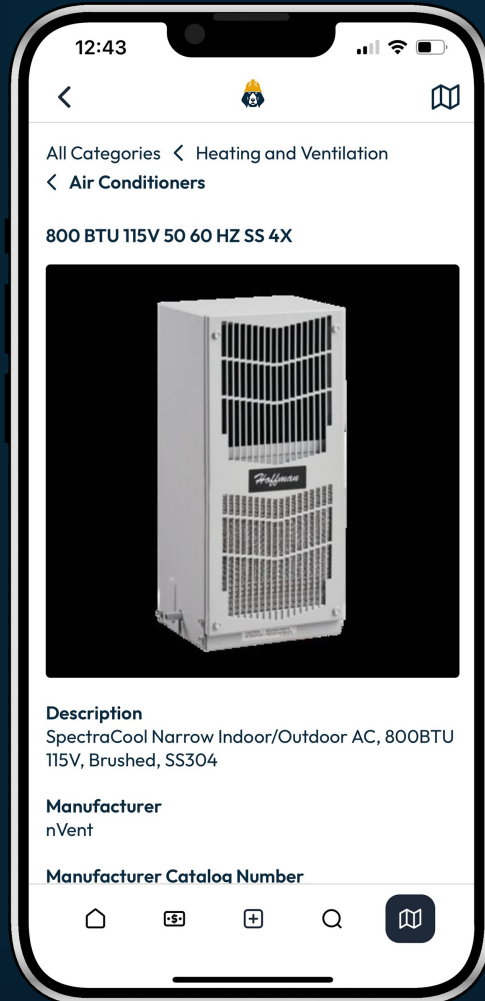
- A Trade Hounds account on the Supply House Map gives distributors immediate access to America's largest skilled trades community.
- Our product locator maps feature makes it easier for tradespeople to find materials at distributor branches near them.
- Branches save time communicating with buyers.
- Manufacturers can work with their distributors to promote their products and promotions in the map.
- Tradespeople can search for their favorite manufacturer brand, specific materials they need, and preferred distributors.



Product Search

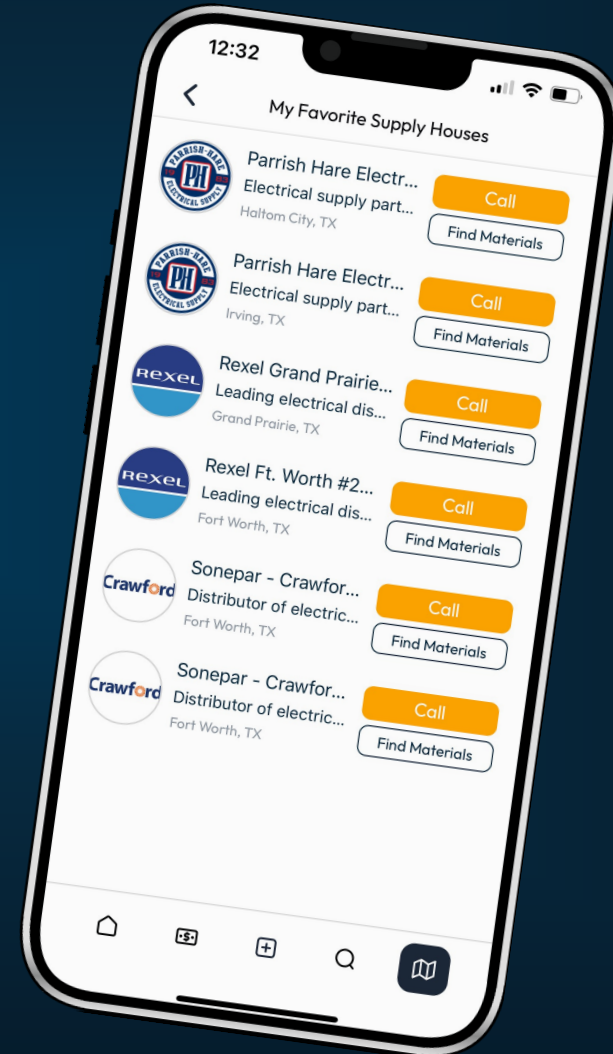


Product Pages



Favorites List

Tradespeople can save distributor branch locations in their favorites list to get easy access to their preferred distributors phone numbers and line cards.



Distributor Onboarding Process

1

Join

We'll create your verified brand account in the Trade Hounds app where you can promote your branch to technicians in your area.

2

Connect

Promote your account at will call to encourage customers to connect with your branch. Help new customers find you on Trade Hounds map.

3

Sell

Sharing your line card and in-stock availability will save your staff and customers time, leading to quicker buying decisions.



Distributor Onboarding Process

To get started, we'll ask you to confirm the following information:

- Contact info
- Branch name
- Address
- Hours of operation
- Trades you serve
- Manufacturers you sell
- Product families you sell and which are usually in stock
- Product substitutes cross reference



Promote Your Branch Account With a FREE Point of Purchase Counter Poster

TRADE HOUNDS

FIND WHAT YOU NEED FASTER

1. Scan QR code with your camera
2. Download Trade Hounds app
3. Get the products you need on time



your customers work hard,

MAKE IT EASIER

for them to buy from you

Contact@TradeHounds.com

