ANGIE’S LIST WEEKLY APP INCREASES READER ENGAGEMENT

CURATED, THEMED CONTENT
CAPTURES MEMBERS’ ATTENTION

670% AUDIENCE GROWTH

moving from monthly print replica to curated, weekly app

FREQUENT PUBLISHING
KEEPS MEMBERS COMING BACK

3 OUT OF 4
readers return to app within two weeks

870 HOURS
spent in the app in the first three months

MOBILE ACCESS
REVEALS READER PREFERENCES

More than half of readers consume content on iPhone

48% iPad
52% iPhone

E-COMMERCE CONNECTION
TURNS ENGAGEMENT INTO ACTION

27% of CTA clicks point to actions that drive commerce

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