



Home Advisor

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Geos: US

Platform: AOS iOS

Pricing Model: CPI

Traffic Type: Direct In-app, SDK, Media Buy

KPIs from client:

install to consumer ratio: 7%+

install to service request ratio: 10%+

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Period: 2019.08

monthly installs: 13000+

Service Request Ratio: iOS 41% AOS 15%

Consumer Request Ratio: iOS 15% AOS 10%

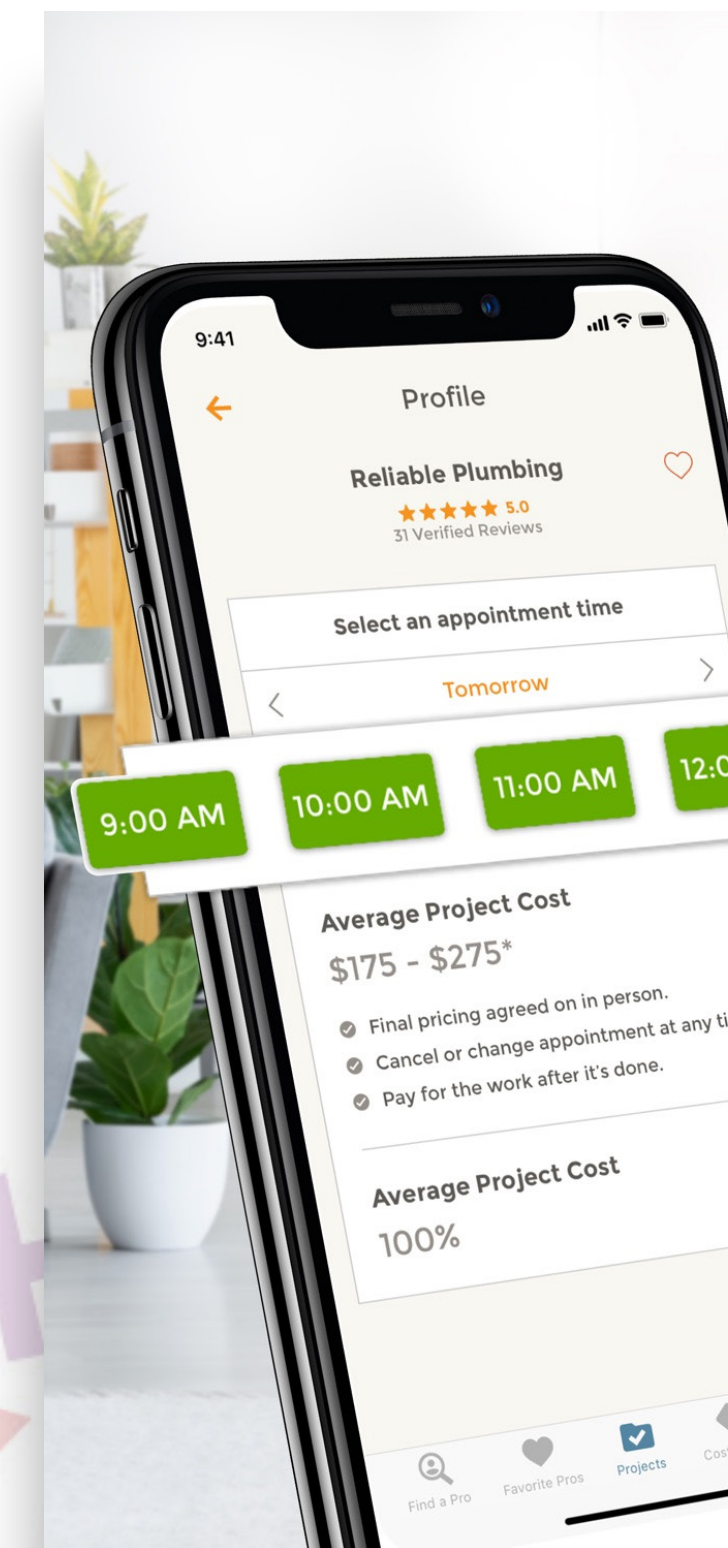
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HomeAdvisor's app helps to connect homeowners with prescreened, local service professionals to carry out home improvement, maintenance and remodeling projects. It services a wide range of people and connects clients with a variety of services they would normally spend a lot of time trying to find.





Main tasks from client:

Three primary goals:

1. getting those users who installed app to request for a service (ie renovations, painting, plumbing etc),
2. ultimately getting those users to confirm the appointment for the service
3. increasing the revenue from the users based on type of service they have chosen (ie higher end services)



**Find a
Top-Rated Pro
for Any Project**

-  Read reviews
-  See cost estimates
-  Book appointments
-  Compare top-rated local pros