ANGIE’S LIST WEEKLY APP INCREASES READER ENGAGEMENT

CURATED, THEMED CONTENT
CAPTURES MEMBERS’ ATTENTION

FREQUENT PUBLISHING
KEEPS MEMBERS COMING BACK

MOBILE ACCESS
REVEALS READER PREFERENCES

E-COMMERCE CONNECTION
TURNS ENGAGEMENT INTO ACTION

670% AUDIENCE GROWTH

3 OUT OF 4 readers return to app within two weeks

870 HOURS spent in the app in the first three months

More than half of readers consume content on iPhone

iPad only
48%

iPad + iPhone
52%

27% of clicks point to actions that drive commerce

AUDIENCE GROWTH

moving from monthly print replica to curated, weekly app

CURATED, THEMED CONTENT

FREQUENT PUBLISHING

MOBILE ACCESS

E-COMMERCE CONNECTION

adobe.com/go/dps