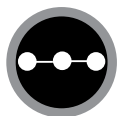




parentfinder.com

Parentfinder's  
Family Marketing Program



## Parentfinder Analytics

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### 2016 - www.parentfinder.com

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Unique Visitors 2016	1,214,784
Avg. Unique Visitors/Month	101,232
Avg. Visits/Visitor	15.5
Avg. Pages/Visit	7.43
Avg. Visit Duration	22:35:00
Avg. Placements/Month	20.1
Avg. No. New AP's/month	53

### 2017 - www.parentfinder.com

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Avg. Unique Visitors/Month	121,600
Unique Visitors YTD 2017	1,216,000
Avg. Visits/Visitor	19.22
Avg. Pages/Visit	8.42
Avg. Visit Duration	26:53:00
Avg. Placements/Month 1st Q	29
Avg. Placements/Month 2nd Q	27
Avg. Placements/Month 3rd Q	29
Avg. New AP's/Month YTD	58

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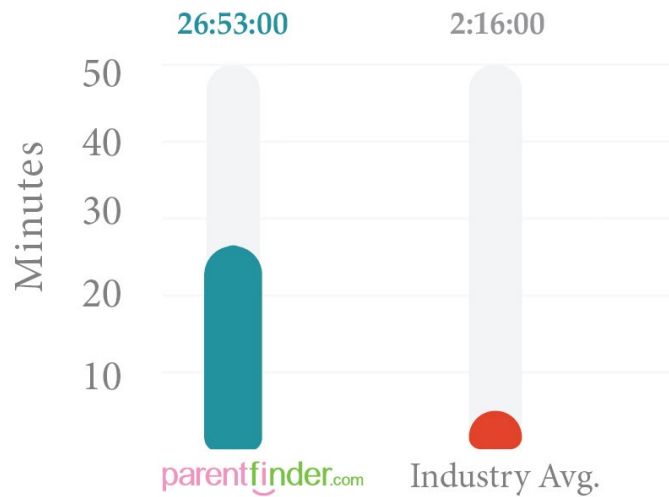
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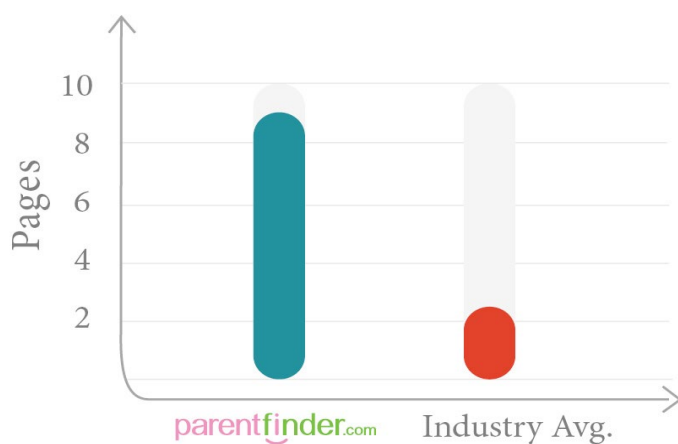
Parentfinder: How We Stack Up

The Family Marketing Program

Average Duration Per Visit  
Parentfinder vs Our Competition



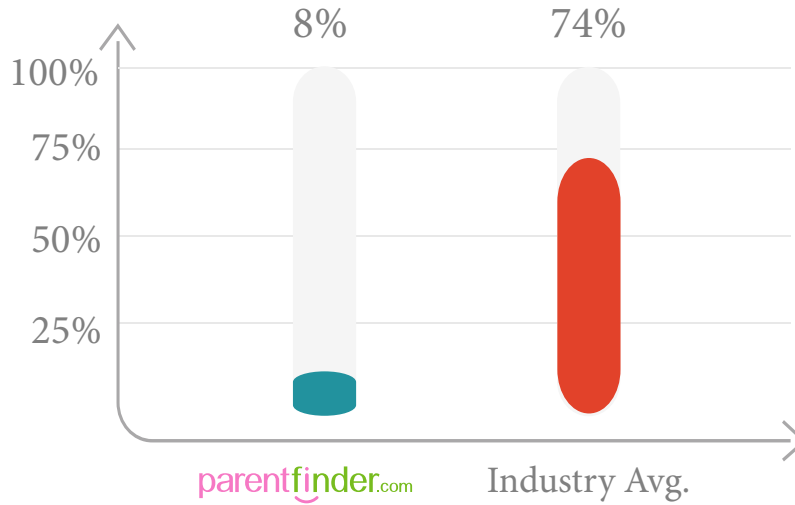
Average Pages Per Visit  
Parentfinder vs Our Competition



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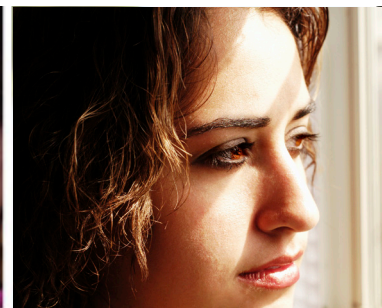


### Visitor Bounce Rate Parentfinder vs Our Competition



Bounce Rate: Visitors who view a single page then leave.  
Generally people not finding what they want.

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Family Marketing Program: Services

- **Personal Coaching with a Profile Consultant**  
Telephone and e-mail coaching to help you develop your story and throughout the various stages. We can also work with the profile may already have created.
- **Online Profile:**  
We provide you with a Parentfinder Account where you can upload photos, letters and videos and add journal entries to keep your profiles current.
- **Professionally Designed and Printed Profile**  
Your profile is designed by our graphic professionals. You get: an electronic Flipbook, print PDF, and E-Pub file (so your profile is seen on mobile devices.) and 10 books printed and shipped to your agency.
- **Professionally Edited Video Profile**  
We ship a video camera tripod, charger, sample script and video guides to help you record your story. Our professional video team will edit and create a short video then place it in your profile and our social media
- **Social Media Platform Creation:**  
We set up Facebook, Twitter, and Pinterest accounts, then link them to your profile. This keeps birthmothers updated on your adoption journey and broadens your outreach.
- **Adoption Family website:**  
Families can send viewers to their professionally designed adoption website, where your profile, video, photos, and journal entries can be seen
- **Networked Outreach:**  
We host daily-featured families on our social media through Facebook, Twitter, Blogger, Pinterest, and Google + to continue increasing families visibility to birthmothers.



## Pricing

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### **\$700.00 The Family Marketing Program**

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- Existing profile transferred to Parentfinder
- Unlimited 1 on 1 coaching/writing to develop mobile friendly profile
- Professionally designed book & eBook
- 10 professionally printed books
- Professionally edited video
- Website creation and hosting
- Social Media accounts linked to PF account
- Profile continuously shown on 6 different websites

[Ask your agency for the form to join this membership](#)

### **\$200.00 - Network Membership**

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For \$200.00 we create your membership, upload their existing pdf profile, photos and letters. Parents have full use of the resources, however this service comes with no coaching or staff involvement.

[Ask your agency for the form to join this membership](#)