

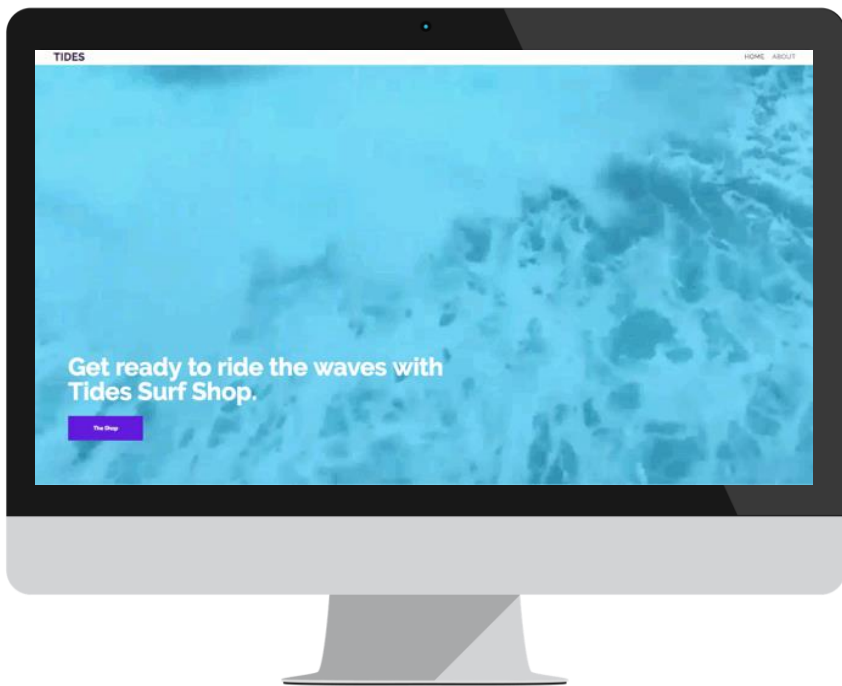


ADMIT ONE:

YOUR ONE-WAY TICKET
TO HIGHER REVENUE

DAVE SAXTON

CLOUDFEST 2018



What is Yola?

A cutting-edge consumer-facing site builder with 12M direct users globally

Partner-friendly for hosts

- Fully white labeled to fit your brand
- Allows for tiered resellers
- Real-time reporting
- Publish hosted sites to your own infrastructure
- Available via top-tier integration partners: Ingram, Plesk, WHMCS & Atomia



WHAT ARE YOU SELLING TODAY?

Hosting

Security

Domains

Email

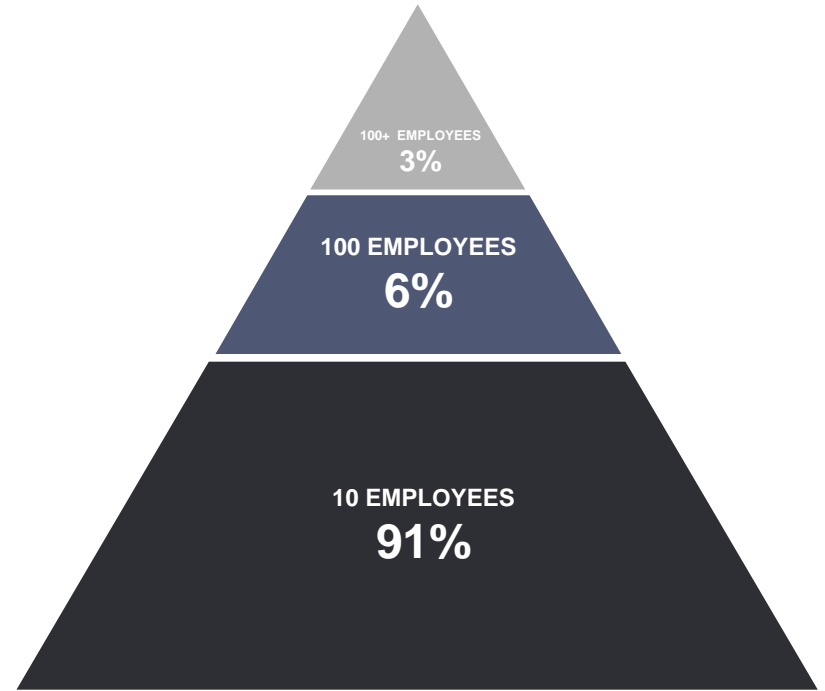
Office 365

Cloud Marketplace

Your **base package** can be a catalyst for growth

THE SMB MARKET

- **Micro** SMBs account for broadest scope – largest revenue opportunity
- Base package is aimed at Micro SMBs
- Maximize the biggest market for expansion
- Leverage the gig economy





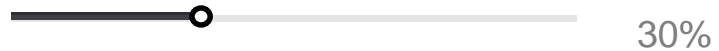
MARKET OPPORTUNITY

- Addressable market is huge
- Fragmented - no one player dominates
- Customers looking for trusted guide
- Digital is only growing and becoming more critical to SMB success in various aspects of their business
- Protect and retain your customer base

SMBS WITH WEBSITES



WITH MOBILE FRIENDLY SITES



WHO PREFER DIFM



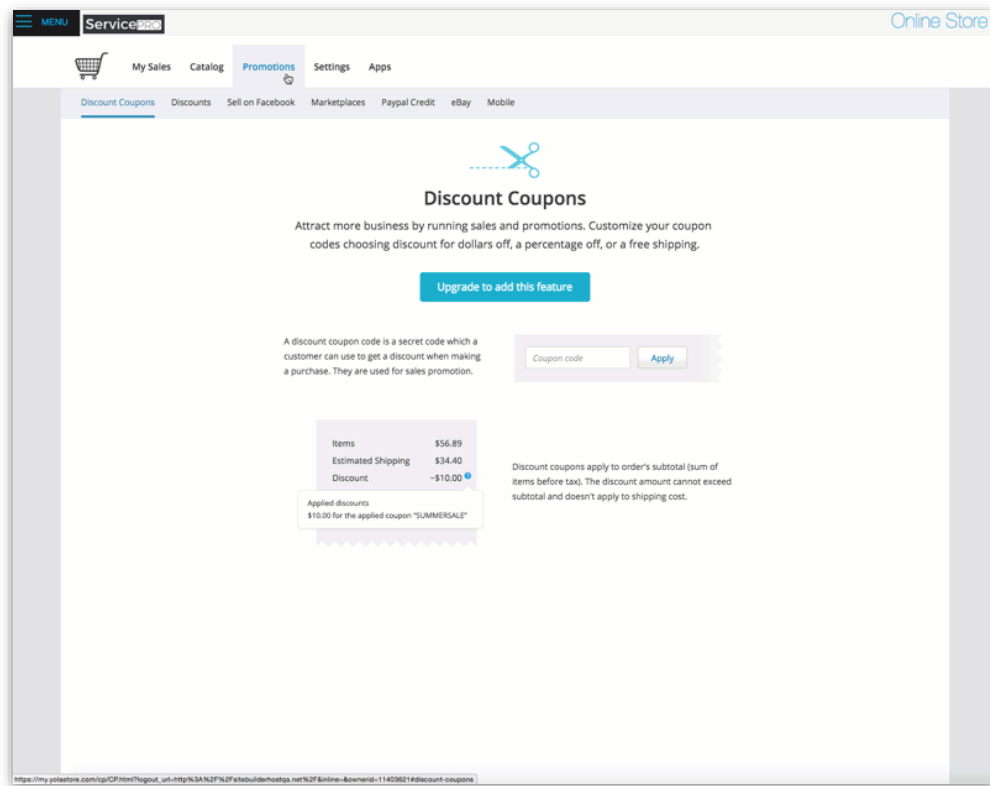
REVENUE OPPORTUNITIES

- Free → Premium
- eCommerce
 - Growing % of business
 - High engagement
- Advertising
 - Tap into agency & marketing budgets
 - Help your customers' business succeed
 - High ARPUs
- DIFM
 - Managed service → **we handle everything**
 - 40% want DIFM



Upgrades → ARPUs

- Packages start with Free
- Contextual, in-app upsells, allowing end-users to upgrade as they go
- 15-50% upgrade rates through offering site builder, ecom, advertising and DIFM in one platform
- SKUs as high as \$2000/mo



CONFIDENCE IN SMB WEB PRESENCE



wix.com



 **Go Daddy®**

yola.partners




shopify

The background is a dark blue gradient with scattered, colorful confetti in shades of pink, purple, yellow, and white. The text is centered in the middle of the frame.

Thanks!

DAVE SAXTON

www.yola.partners