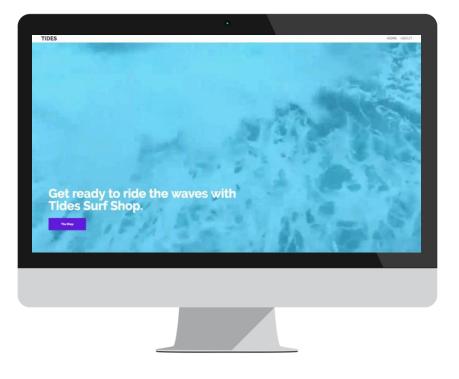
## **ADMIT ONE:**

### YOUR ONE-WAY TICKET TO HIGHER REVENUE

DAVE SAXTON CLOUDFEST 2018

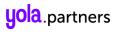


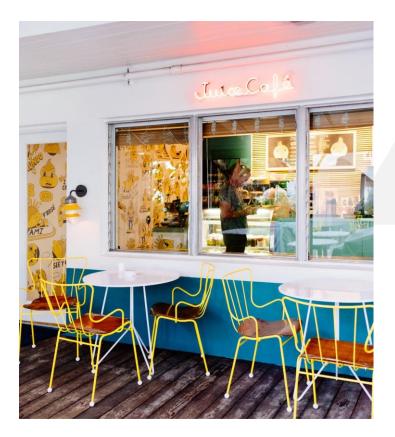
## What is Yola?

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

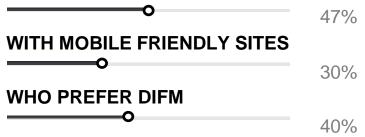




#### MARKET OPPORTUNITY

- → 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



## REVENUE OPPORTUNITIES

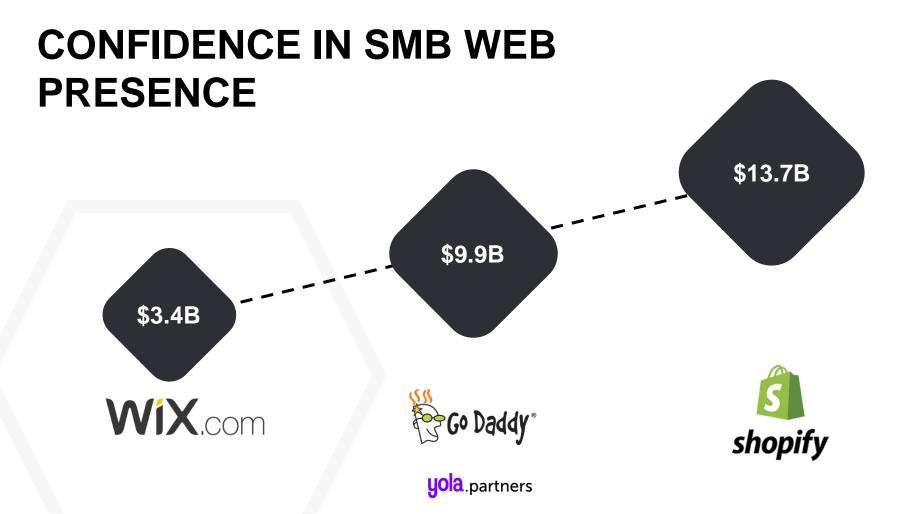
- → Free → Premium
- → eCommerce
  - $\circ\,$  Growing % of business
  - High engagement
- → Advertising
  - Tap into agency & marketing budgets
  - $\circ\,$  Help your customers' business succeed
  - $\circ$  High ARPUs
- → DIFM
  - Managed service → we handle everything
  - $\circ~40\%$  want DIFM



#### $\textbf{Upgrades} \rightarrow \textbf{ARPUs}$

- → Packages start with Free
- Contextual, in-app upsells, allowing endusers 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

	Service Internet Servic	Online Store
	My Sales Catalog Promotions Settings Apps	
	Discount Coupons Discounts Sell on Facebook Marketplaces Paypal Credit eBay Mobile	
	Discount Coupons	
	Attract more business by running sales and promotions. Customize your coupon codes choosing discount for dollars off, a percentage off, or a free shipping.	
	codes choosing discount for donars on, a percentage on, or a nee simpling,	
	Upgrade to add this feature	
	A discount coupon code is a secret code which a customer can use to get a discount when making Courson code Acoly	
	customer can use to get a discount when making a purchase. They are used for sales promotion.	
	Items 156.89   Estimated Shipping \$34.40   Discount -\$10.00 •   Rems before tax). The discount amount cannot exceed	
	Applied discourts subtotal and doesn't apply to shipping cost. 110.00 for the applied coupon "SUMMERSALE"	
nps://my.yolas/	store.com/cp/Dhtm/Ngpur, uil-http%3A%2F%2F%2bitebuildenbelga.net%2F&inite=&exemid=11400821#discount-osepana	



# Thanks!

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