

TV campaign

Roelof Lettinga

Agenda

- 01. What is Fixando
- 02. Why we needed a TV campaign
- 03. The TV Campaign
- 04. Learnings & Results
- 05. Q&A

Fixando matches

Consumers with a need to get a service done with a trusted professional.

- Focus on Portugal and Spain, 14 countries total footprint
- #1 in Portugal.
- ± 750 - 1.000 new requests per day ^{PT}
- € 35M GMV ^{PT}



Horizontal approach



Events



Home
Improvements



Lessons



Wellness



Pets



Domestic Services



Technical
Assistance



Business Services

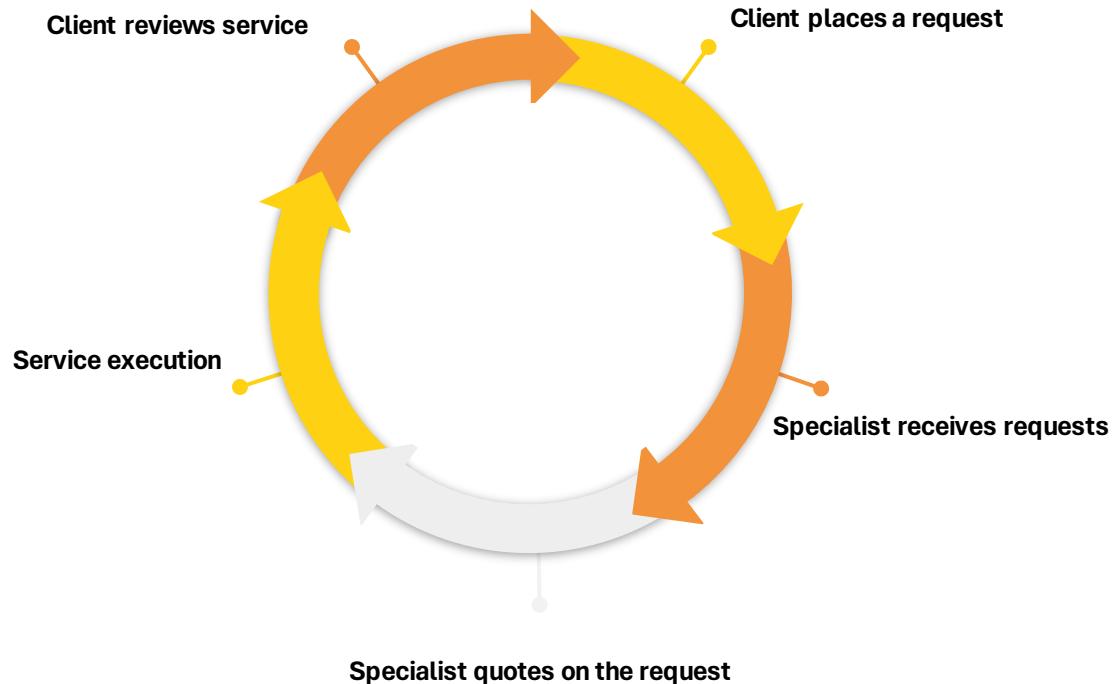


Auto Services



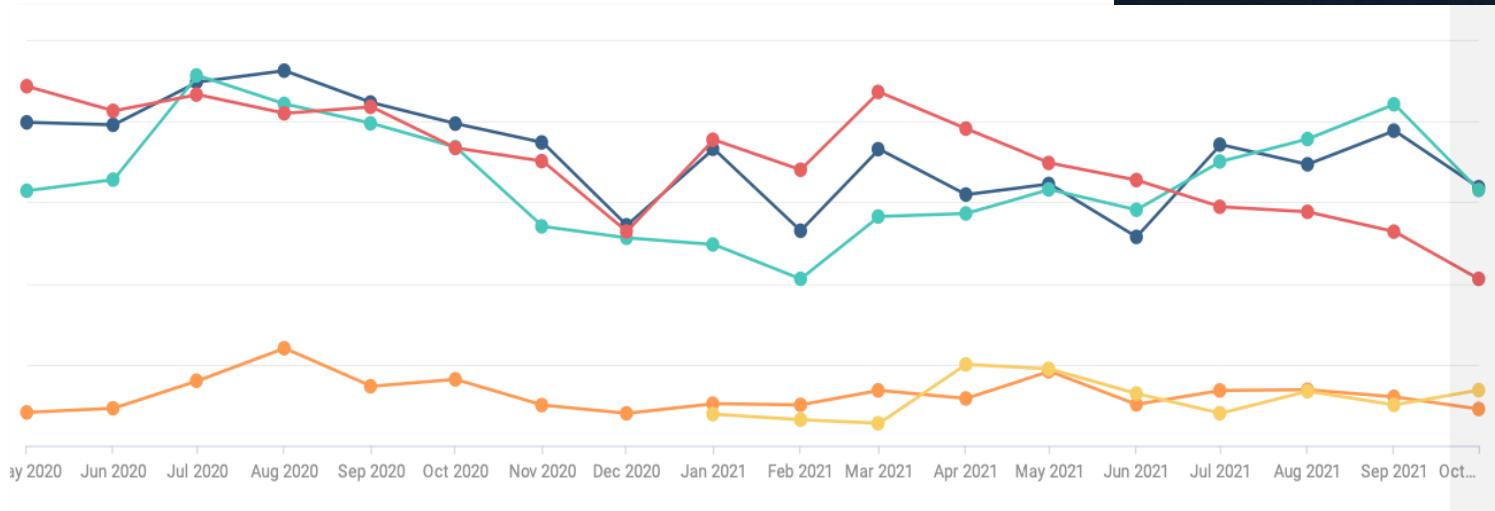
Varied Services

How it works, Our flywheel



Leading platforms close in size and growth

Fixando.pt



Visits over time

Fixando.pt vs direct competitors

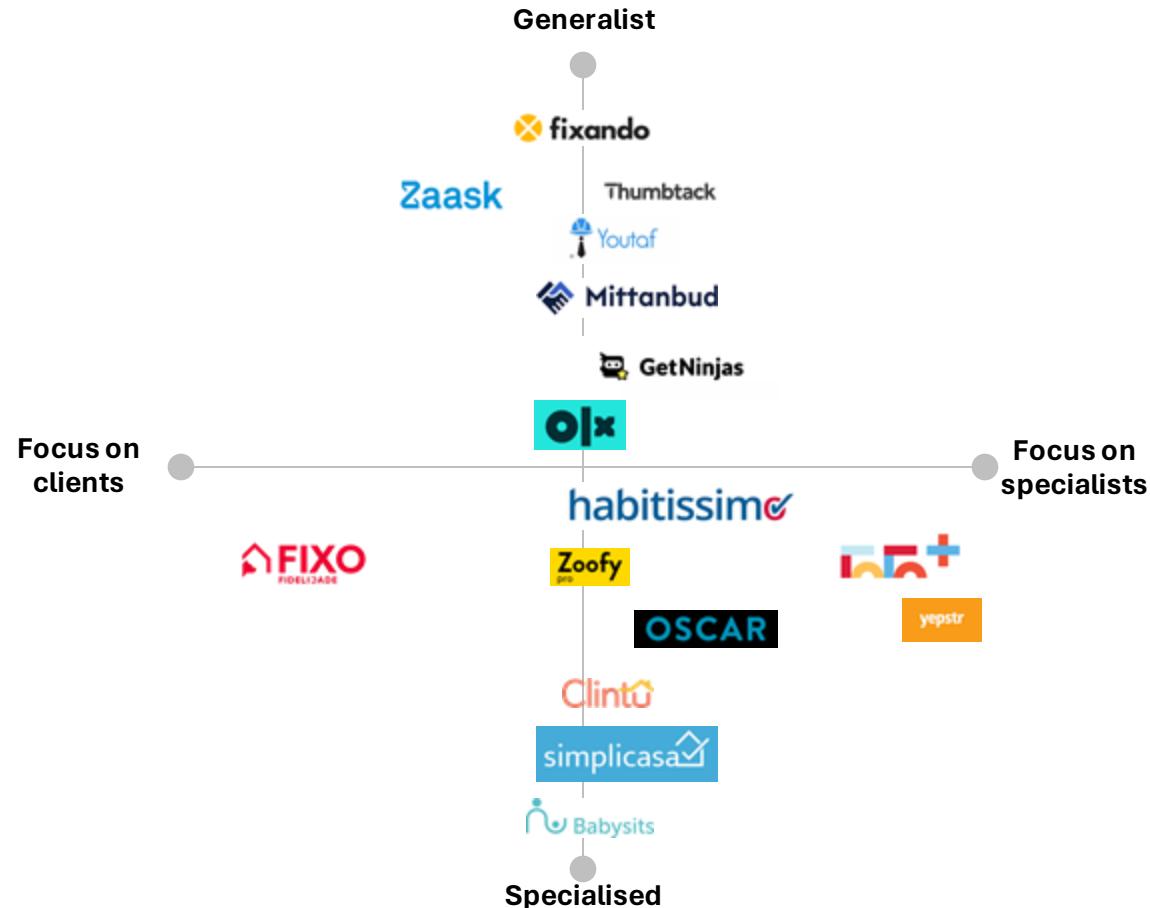
Source: similarweb

We believe that this is a winners takes all market, meaning 1 or 2 players will have >80% of the market

And
when we asked our users:

All platforms looked the
same to them.

There is little
differentiation in the
market



Our Challenge

To be the preferred platform, we needed to:



Accelerate growth

We could keep competing, but the market is still nascent. Lots of upside to be had



Differentiate

Communicate why & how we are different (and the better choice)

03. Enter the TV Campaign

Step 1: Selecting partners

Creative Agency

Creating and developing
the concept.

+

Content Production

Production of all assets

+

Media Agency

Planning & purchasing
media space

Important:

Has used our platform

Can do attitude

Open culture, ready to
discuss anything

Proven experience



Não sabe? Não invente.

Roughly translated as:

Don't know how? Don't do it yourself.

4 TV commercials

Each 20sec+10sec bumper

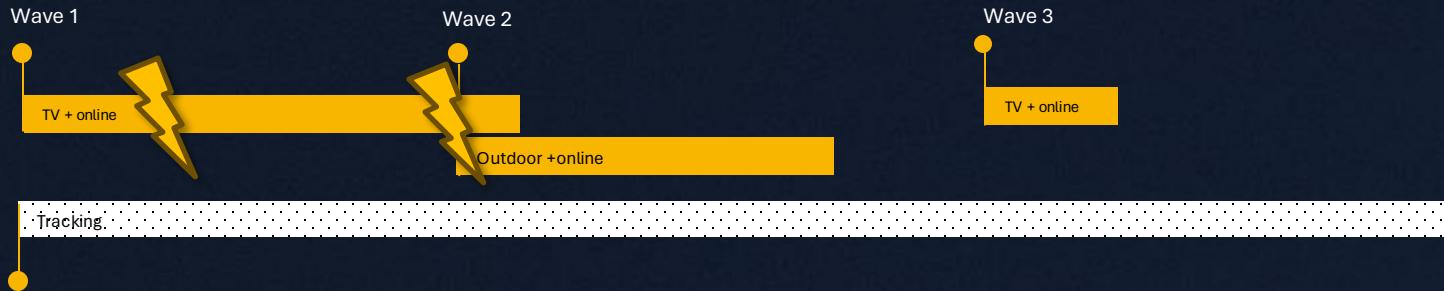
Tested online

Balanced 'professional' look
and feel with production cost.

Lots of fine tuning and
attention to detail



Campaign Timeline



Weekly: Operational metrics

- number of new requests
- number of quotes
- new vs recurring users
- revenue

Biweekly: Brand metrics

- Awareness
- TOM



Key moment during campaign



← Too 'complicated'

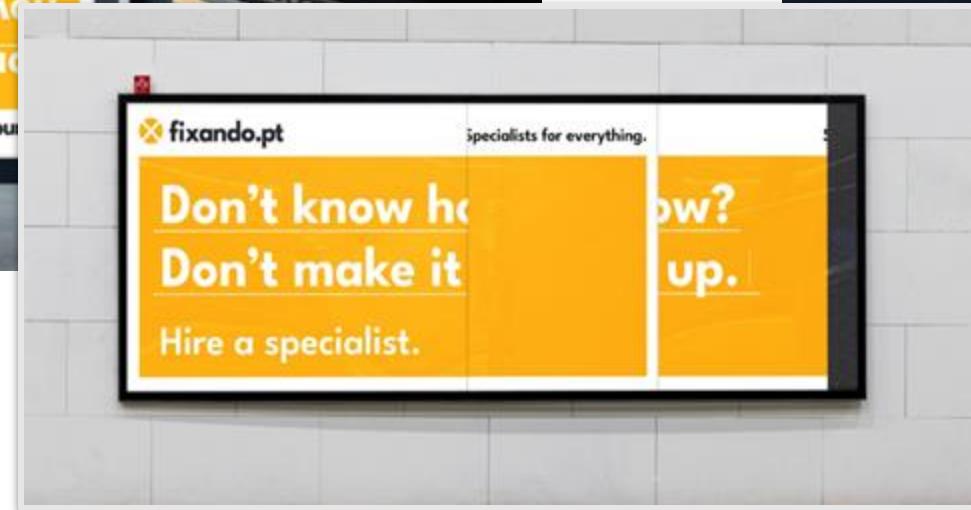
Insights from tracking

Replace with →



Key moment 2 in the campaign

Subway/outdoor opportunity



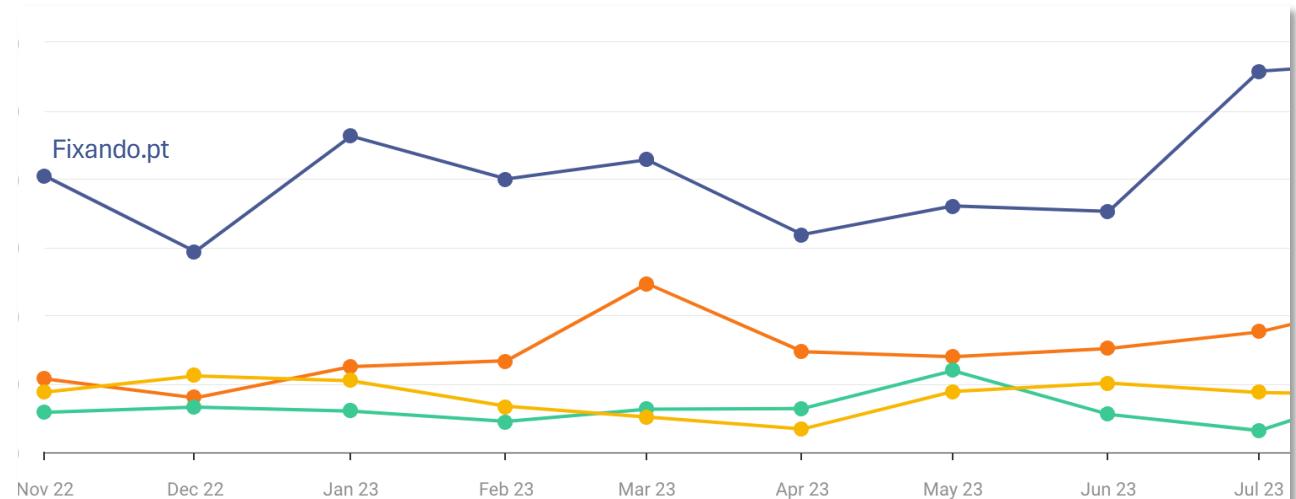
Received dozens of questions from general public + PR in newspapers + Creative agency won advertising price

Did it work?

Business impact

We believe our TVC worked!

Fixando is clearly ahead in the market



Visits over time
Fixando.pt vs direct competitors

Source: similarweb

business impact

Besides the growth on requests we've also noticed other impacts in our business.

Category distribution

Home services is still our main category.
-> Other main categories have been catching up since the campaign.

Monthly active specialists

Even with a client-focused approach, during the campaign we saw an increase of 45% on active specialists.

Average quoting

We were able to keep the average quoting during the campaign stable

Our experience...

01

Good business partners make a difference.

We didn't know how to do it, so we hired the best partners (for us) to help us achieve our goals.

02

Track & act

The result in first weeks were not what we were expecting, so we had to change our strategy.

03

It requires investment, in different areas.

Besides the capital, our team also had to invest their time into managing the campaign.



Thank you for your attention

Roelof Lettinga

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