

Annual Visitors

Annual Visitors Doubled in One Year

2022: 147,118

2023: 303,621

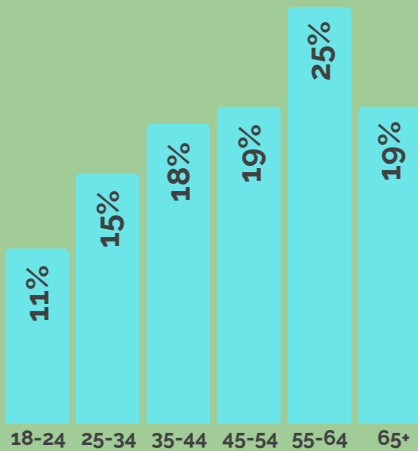
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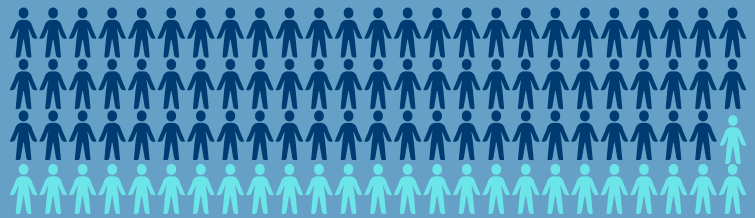
Goals

- 1 **Educate** consumers about the **value of a funeral, the value of a funeral director** and the importance of remembering loved ones after they die
- 2 **Connect** families and individuals with local **NFDA-member funeral homes**
- 3 **Connect** families and individuals with other **end-of-life professionals and grief resources**

Age



Gender



Female: 74%
Male: 26%

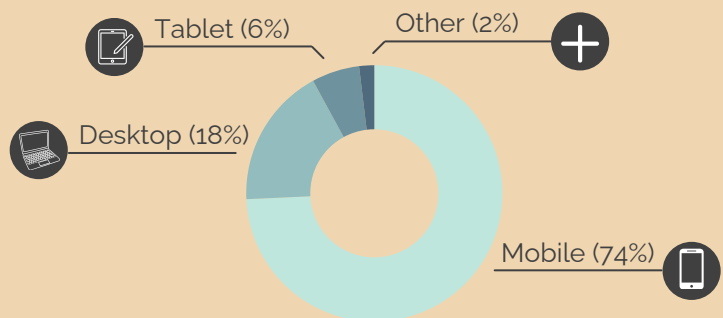
Promotion



How We Drive Traffic

- Paid Social Posts
- Organic Social Posts
- Paid Native Ads
- Paid Influencers in the death/grief space
- Consumer Media
- Funeral Service Trade Press
- Funeral Directors
- SEO

Sessions By Device



Top Ten Page Visits

1. Website Content: Home Page
2. Podcast Episode: Preserving Your Legacy One Piece at a Time - A Conversation with Katarina Blom, Host of "The Gentle Art of Swedish Death Cleaning"
3. Blog Post: Preserving Your Legacy One Piece at a Time
4. Blog Post: Have You Experienced Pennies From Heaven?
5. Podcast Episode: Helping Families Heal: The Role of Funeral Directors in Mass Tragedies
6. Podcast Episode: Putting the Fun in Funeral Service Camp
7. Podcast Episode: Grief in the Black Community
8. Website Content: Find a Funeral Home Search Tool
9. Website Content: Have the Talk of a Lifetime
10. Podcast Episode: A Nation Reflects: The 25th Anniversary of Columbine

With the exception of the blog post, "Have You Experienced Pennies From Heaven?", all of this content was supported by paid promotion to drive traffic.

Influencers



- Katarina Blom
- Kyrus Keenan Westcott
- Claire Bidwell Smith
- Tembi Locke
- Darnell Lamont Walker
- Rebecca Soffer
- Hospice Nurse Penny
- Chris Punsalen
- More

Opportunities

Website-wide Ad Placement

- Home Page
- 200+ Content Pages
- 200+ Blog Post Pages
- 40+ Podcast Episode Pages

Feathr Retargeting Campaign

Sponsored Blog Post

- Supported by one organic social post on Facebook and Instagram
- Home page placement for minimum of five days

275 X 350

Contact

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