Partner Summit | 2024

Mastering Verticalization with Duda

Be Prepared For The Mountains And Beyond

START JOURNEY
“The Duda App Store is a curated ecosystem of richly integrated products and services that solves unique challenges for our agency partners.”
VERTICALIZATION
Your customers, their industries, their clients, and the environments they operate in

VERTICALIZATION
VERTICALIZATION

GO DEEP!
Verticalization has a directional correlation of **10%** to **20%** with year-over-year revenue growth.

Source: Boston Consulting Group
...jumping to 65% to 80% for companies with $1 billion to $5 billion in revenue.

Source: Boston Consulting Group
HOW DUDA THINKS ABOUT VERTICALIZATION
You built a great website, great SEO, now what…
I’m a baker
and need a website with
online ordering, table reservations, and I want to be found on Google Maps

I’m a dentist
and need a website with appointment booking, eCommerce, and I want to be listed on ZocDoc

I’m a plumber
and need a website with appointment booking, customer chat, and I want to offer instant quotes to my customers
I’m a baker and need a website with online ordering, table reservations, and I want to be found on Google Maps.

I’m a dentist and need a website with appointment booking, eCommerce, and I want to be listed on ZocDoc.

I’m a plumber and need a website with appointment booking, customer chat, and I want to offer instant quotes to my customers.
and need a website with appointment booking, eCommerce, and I want to be listed on ZocDoc

and need a website with online ordering, table reservations, and I want to be found on Google Maps

and need a website with appointment booking, customer chat, and I want to offer instant quotes to my customers

I’m a baker

I’m a dentist

I’m a plumber
A simple, integrated booking solution to capture ready-to-buy customers

Your smile is our top priority.

Our treatments

- General dentistry
  - This includes everything from preventive and restorative treatments, such as dental cleanings, fillings, and extractions.

- Cosmetic dentistry
  - This covers the art and science of improving the esthetics, function, and health of your dental arch,

- Orthodontic
  - This includes the diagnosis, treatment, and resolution of dental and facial irregularities, involving the use of braces and other orthodontic appliances.
Why are booking solutions important expected?

40% of appointments are booked after business hours.

67% of patients prefer online booking.

26% of online appointments are for same-day or next-day appointments.

34% of appointments that are scheduled online are done so after the office is closed.
Local SEO & listings: customers are looking for you everywhere - be everywhere
Customers are looking for you everywhere - be everywhere more impressions in non-branded search with listings management software. Return on marketing investment (ROMI) is increased with branded search. Data provided by Duda.
A robust CRM solution to keep the business operating efficiently, creating a stickier customer relationship.
Duda sees a clear trend toward verticalization - with more partners turning to apps to offer ancillary services, create more engaging websites, and drive higher overall value.
Correlation ≠ causation

but, there is a clear driver behind Duda customers choosing apps to offer to their customers.
Product adoption is still low, providing an untapped market potential for **upsell opportunities**.
Websites that include apps get **45% more visitors** than websites without apps, 30% more visitors than Duda’s total visitor average.
Sites with apps churn significantly less than sites without apps, roughly 55% less. Verticalization is about creating stickier customer relationships.
MASLOW’S HIERARCHY OF DIGITAL NEEDS
Maslow’s Hierarchy of Digital Needs

Online presence is the foundation of any successful business - **like water is to life.**

Products like Uberall provide local SEO listings to ensure your customers have a wide and consistent presence across the internet.
We serve delicious food.

Ingredients

At our vegetarian restaurant, we use only the freshest and highest-quality ingredients in all of our dishes. We source our produce locally and organically whenever possible, and we use sustainable and ethical methods to ensure that all of our ingredients are of the utmost quality.
Don’t leave presence to chance

Regardless of how well you build a website, it will be blamed in the eyes of the customer if they don’t feel like their business’s basic needs are met.
At its core, **verticalization** is about keeping your customers’ digital presence stable and thriving, no matter the external economic climates.

Businesses need a **robust, omnipresent digital footprint** to withstand market fluctuations and competition.
Maslow’s Hierarchy of 
DIGITAL Needs

Quality traffic ensures that a business has a steady flow of potential customers to a website, which is critical for the business’s viability and growth.

Compliance tools ensure businesses meet that required level of safety & security to build trust with their visitors.
Similar to Maslow's needs of safety, quality traffic ensures that a business has a steady flow of potential customers to a website, which is critical for the business's viability and growth.

Compliance tools ensure businesses meet that required level of safety & security to build trust with their visitors.

Websites that leverage AudioEye see **93% more** page views on average than sites without AudioEye.

* data on sites created since 2023

*correlation ≠ causation, but it’s probably close*
Maslow's Hierarchy of Digital Needs

Similar to Maslow's needs of safety, quality traffic ensures that a business has a steady flow of potential customers to a website, which is critical for the business's viability and growth.

Compliance tools ensure businesses meet that required level of safety & security to build trust with their visitors.

Average Total Visits

Websites that leverage AudioEye see **91% more** total visits on average than sites without AudioEye.

* data on sites created since 2023

* correlation ≠ causation, but it's probably close
Average Form Events

Websites that leverage AudioEye see **58% more** total form events on average than sites without AudioEye.

- **1.00**
- **1.59**

*58% increase*

correlation ≠ causation, but it's probably close

---

* data relevant to Duda's form widget
** data on sites created since 2023
Similar to Maslow’s needs of safety, quality traffic ensures that a business has a steady flow of potential customers to a website, which is critical for the business’s viability and growth.

Compliance tools ensure businesses meet the required level of safety & security to build trust with their visitors.

Websites that leverage AudioEye see 188% more click-to-call events on average than sites without AudioEye.

* data relevant to Duda’s call button widget
** data on sites created since 2023

188% increase

1.4

4.1

correlation ≠ causation, but it’s probably close
WITH OVER 1,000,000 LIVE WEBSITES, THESE ARE MACRO DATA TRENDS THAT DUDA IS ABLE TO SEE.
Engagement is centered around successfully encouraging visitors to take meaningful actions that generates direct business value.

Booking solutions convert interest into action - transforming passive visitors into active participants.
Which seems more engaging?
Just a boring website...

- **No** direct booking / ordering
- **No** engagement or chatbot
- **No** synchronized listings across Google, Yelp, etc.
- **Not serving** visually impaired (and also hungry guests)
Or a site that is engaging

- Ability to order online, make reservations, etc.
- Chatbot to immediately greet guests
- Listed across Google, Yelp, etc.
- Serving **ALL** hungry guests