



PissedConsumer.com

leading consumer advocacy
and review platform

Media kit 2022



Who are we?

An online review platform that helps consumers be heard and shows brands the signals to improve their customer service and business development processes.



Our mission

PissedConsumer mission is to build communication bridges between brands and consumers to help them achieve successful outcomes.



We believe

Every that business should communicate with their customers, listen to their concerns, and do their best to turn complainants into brand advocates.



PissedConsumer in numbers:

74K+
companies
reviewed

4.3M+
monthly
visitors

140+
categories
covered

2.5M+
consumer
reviews


37K+
subscribers


6.5K+
followers


2M+
views


5.2K+
followers

We are in the news:



The Washington Post

Los Angeles Times

Forbes



Bloomberg

THE HILL



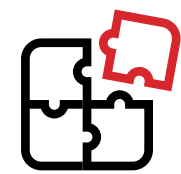
Vex



What we offer to the media and experts:



Consumer data & trends by industries and companies



Knowledgebase of 2,5M reviews



Research on the topic or company



Help in contacting real consumers



News pitches on consumer issues sent to your inbox



Your news shared on our social pages



Invite PissedConsumer CEO for interview

Invite our CEO and co-founder, Michael Podolsky, to be an expert guest.

Michael has spent over 20 years on Wall Street and has gained extensive experience in customer service and entrepreneurship. He is also a well-known consumer rights advocate.

Potential questions and talking points:

- How to be a successful entrepreneur?
- What leadership skills should you always improve?
- How is a corporate culture built and maintained?
- Why is customer service of top importance for business?
- Consumer's rights to free speech & the First Amendment.

Calendar 2022

January

How Inflation Affects Prices

February

Types of Mortgage Scams

March

Dating Websites: What Red Flags to Watch Out For

April

Tips on Choosing the Right Swimming Pool

May

How to Spot Real and Fake News?

June

Don't Become a Victim of Travel Scam

July

Home Security Tips: How to Keep Your Home Safe?

August

How to Avoid Student Loan Scams

September

Shopping and Saving: How to Be a Smart Consumer?

October

Home Warranty Company: Is it Worth or a Scam?

November

How to Protect Yourself from Holidays Scams

December

How to Spot a Fake Online Store

Our marketing solutions:

Email marketing

We set up and send mailing campaigns to our users based on your requirements. The requirements may vary for each particular mailing campaign. Price will depend on the quantity and nature of your requirements/customization criteria.

From **\$400** per campaign

Lead feed

Once a week you will be receiving the selection (feed) of reviews that meet your requirements/criteria (i.e. reviews about particular company (ies), reviews containing particular keyword(s), etc.) with an option to contact authors of reviews and offer/promote your services.

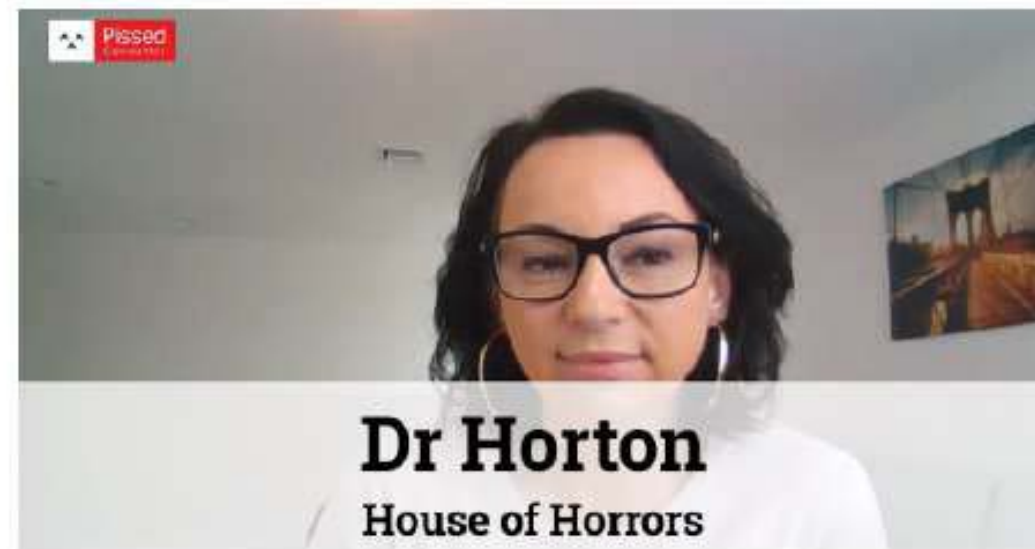
Contacting these people - **\$200** (setup fee) + **\$0.47** (per email)

Newsletter sponsored placement

Every month we send out a newsletter to all our users with news and useful tips. You can place your ad banner or sponsored content with millions subscribers' potential reach.

Minimum commitment is **\$2,500**

Most-Viewed Consumer Interviews



Dr Horton
House of Horrors

House of Horrors - Dr. Horton Review

This video interview about Dr. Horton's case continues to gain views. "Ceiling came down," "window licking," "pipes broke," and more damages which turned this family life into a nightmare.

[Watch the video](#)

PissedConsumer Greetings

Thanksgiving is on its way, and we want to use this chance to thank you for being part of the community that cherishes trust and free speech. While the holiday season offers new shopping opportunities, it may also trap you into a scam. So, please be on the safe side, follow the tips, and enjoy your Thanksgiving!



Social media boost

Your preferred visual and text content will be shared on PissedConsumer.com Facebook and/or Twitter accounts. The post will be marked as sponsored post (#ad). You provide the creatives, we approve them. Number is limited to 1 post per week.

From **\$200**

Video interview

If you are a business owner or an expert in particular industry, and you would like to share your experience or some useful tips with publicity, you are welcome to record a video and share some useful tips with consumers on any topic related to your business or its industry.

Video price: **\$500***

Video transcribed into article on help center: plus **\$200**

*For 10 minutes of a processed (i.e. ready-to-be-published) video.

Blog post

If you want to write about your business, product, and/or service, it/they should be compared to brands or it should include general tips on how to choose a product or service, or provide useful tips for consumers in your niche, etc. The blog post will be published on www.pissedconsumer.com/blog.

From **\$400**

Targeted ads

We target ads in Facebook or Instagram for the selected audience based on your requirements/criteria. It can be either the contact information we obtain from Reviews, Calls, Questions, and email-my-business messages, or PissedConsumer.com social media audience or any other audience per your requirements. Price depends on the complexity of a campaign, how many A/B tests will need to be run, etc.

Minimum budget per campaign **\$400**

Contact us

✉ media@pissedconsumer.com