

THE TRUTH

about Legacy.com

Setting the record straight: How top funeral homes are using Legacy to reach more people.

More than *one billion* times last year, visitors came to Legacy.com to discover upcoming funeral services, remember a loved one they lost, or seek help from a local funeral home.

That's an audience unmatched anywhere in memorialization media. And it can be working for you. Because the truth is, Legacy's huge network is an unparalleled asset for its funeral home partners.

“Legacy has the audience our homes want and need to be in front of, every single day.”

TOM ANTRAM, President & CEO of French Funerals & Cremations

LEGACY HELPS YOU REACH MORE LOCAL FAMILIES.

“Getting eyes on your funeral home is imperative,” says Ryan Thogmartin, CEO of the funeral home marketing group Disrupt Media. “Legacy has all the eyes that funeral homes need and want.”

Since 1998, Legacy has partnered directly with thousands of funeral homes and newspapers to build the world's leading digital memorialization and end-of-life community.

- **85% of U.S. newspapers are Legacy partners.**
- **34,000 funeral homes appear in Legacy's directory.**
- **4,000,000 clicks & calls to funeral homes last year.**
- **\$225,000 in Funeral Service Foundation fundraising.**

Supporting funeral service is a calling and a mission Legacy takes on in earnest every day. And, along with its sheer scale, here's what makes Legacy such a valuable partner:

LEGACY IS THE MOST POWERFUL MARKETING PLATFORM FOR YOUR OBITUARIES.

Funeral homes work with Legacy and their newspaper partners because they see the results—proven performance sustained over decades.

Simply put, syndicating your obituaries to Legacy in partnership with a local newspaper or directly via Legacy Pro drives more engagement with families in the communities you serve.

Online search interest for obituaries has more than doubled in the last five years, according to Google Trends.

When you syndicate to Legacy, you will:

- **Reach a wider audience on behalf of the family.**
- **Feature your brand, website, and phone number.**
- **Engage future at-need and pre-need families.**

Did you know? The people discovering your obituaries on Legacy are 3x more likely to become leads than if they'd seen you in paid Google search.

“Funeral homes really need to view Legacy as an entirely separate and important channel to market their business.”

WELTON HONG, CEO of Ring Ring Marketing

LEGACY'S PLATFORM HELPS YOUR BUSINESS GROW.






Beyond reach, the **Legacy Pro** suite of products empowers you to engage with your audience and understand performance in a whole new way.

Its **funeral home directory** helps over 3 million visitors each month in search of upcoming services, at-need help, and pre-planning guidance. Any funeral home can **claim their free listing** and get **access to free leads**.

Legacy's tools for understanding **performance and market dynamics** are “simple and accurate,” says John Keohane, Co-President of Keohane Funeral Homes, “and let us truly benchmark our effectiveness in the communities we serve.”

With Legacy you can get a **true 360 degree view** of performance, including: your obituaries on Legacy, your directory activity, and most importantly, competitive call volume insights. Together, Legacy's tools empower you to access a bigger audience yielding more revenue.

Try Legacy Pro for yourself.

-  **Obit Syndication**
-  **Competitor Tracking**
-  **Exclusive Sponsorship**
-  **Directory Listing**
-  **Revenue Share**

Start your free trial at new.legacy.com or legacypro@legacy.com