

Thumbtack is a private, San Francisco-based marketplace where homeowners describe a job for free and local pros pay a lead fee to connect with them — no sign-up or subscription fee for pros, just a price per lead that tracks how valuable the job is. CEO Marco Zappacosta said FY2024 revenue was nearly \$400M, up 27%.

KEY PARTNERS

- ~300,000 local service businesses (FACT).
- **OpenAI** — Operator preview and ChatGPT app (FACT).
- Amazon Alexa+ booking integration (FACT).
- Redfin Owner Dashboard, June 2025 (FACT).
- SVB and Hercules Capital, \$75M debt (FACT).
- QIA, Sequoia, Tiger Global investors (SECONDARY).

KEY ACTIVITIES

- Match job requests to fitting pros (FACT).
- Price each lead by job type, size and competition (FACT).
- Limit competition per job (FACT).
- Homeowner app with project guidance (FACT).
- AI to interpret problems and requests (FACT).
- Partner Platform APIs for AI assistants (FACT).

KEY RESOURCES

- ~300,000 pro businesses (FACT).
- 11M+ 5-star projects (FACT, company-stated).
- Job, price and review data (INFERENCE from model).
- Present in every U.S. county (FACT, company-stated).
- \$3.2B post-money valuation, 2021 (SECONDARY).
- \$75M debt facility, 2024 (FACT).

VALUE PROPOSITIONS

- **Homeowners** — free search, compare, hire (FACT).
- Reviews and cost estimates before hiring (FACT).
- Personalized home-care guidance (FACT).
- **Pros** — no entry, annual or membership fees (FACT).
- Pros set their own lead prices and budget (FACT).
- Competition limited per job (FACT).

CUSTOMER RELATIONSHIPS

- Self-serve homeowner app (FACT).
- Repeat use via home-care recommendations (FACT).
- **Pro dashboard** — targeting, max price, budget (FACT).
- Success guides, videos, community forum (FACT).
- CRM integrations and partner discounts for pros (FACT).
- **Friction** — pros question lead prices (FACT, forum).

CHANNELS

- thumbtack.com and mobile app (FACT).
- Search and brand marketing (INFERENCE).
- App inside ChatGPT (FACT).
- Amazon Alexa+ voice booking (FACT).
- Redfin Owner Dashboard (FACT).
- Pro sign-up at thumbtack.com/pro (FACT).

CUSTOMER SEGMENTS

- U.S. homeowners, users not payers (FACT).
- Small local service businesses, the payers (FACT).
- **Categories** — plumbing, cleaning, moving, more (FACT).
- High-ticket jobs average \$5,200+ quotes (FACT).
- \$600B home-services market, <10% online (FACT, company-stated).
- Home segment revenue +30% in 2023 (FACT).

COST STRUCTURE

- Gross margins above 90 percent, home segment (FACT).
- EBITDA-profitable in 2023 (FACT, company-stated).
- Engineering, AI and product teams (INFERENCE).
- Search and brand marketing (INFERENCE).
- Hosting, payments, support (INFERENCE).
- Interest on \$75M debt facility (INFERENCE).

REVENUE STREAMS

- Pay-per-lead fees from pros (FACT).
- **Direct leads** — charged on customer contact (FACT).
- **Opportunities** — pay only if customer replies (SECONDARY).
- Pro-set max price and weekly budget (FACT).
- No pro subscription or joining fee (FACT).
- ~\$400M revenue FY24, +27% (SECONDARY).