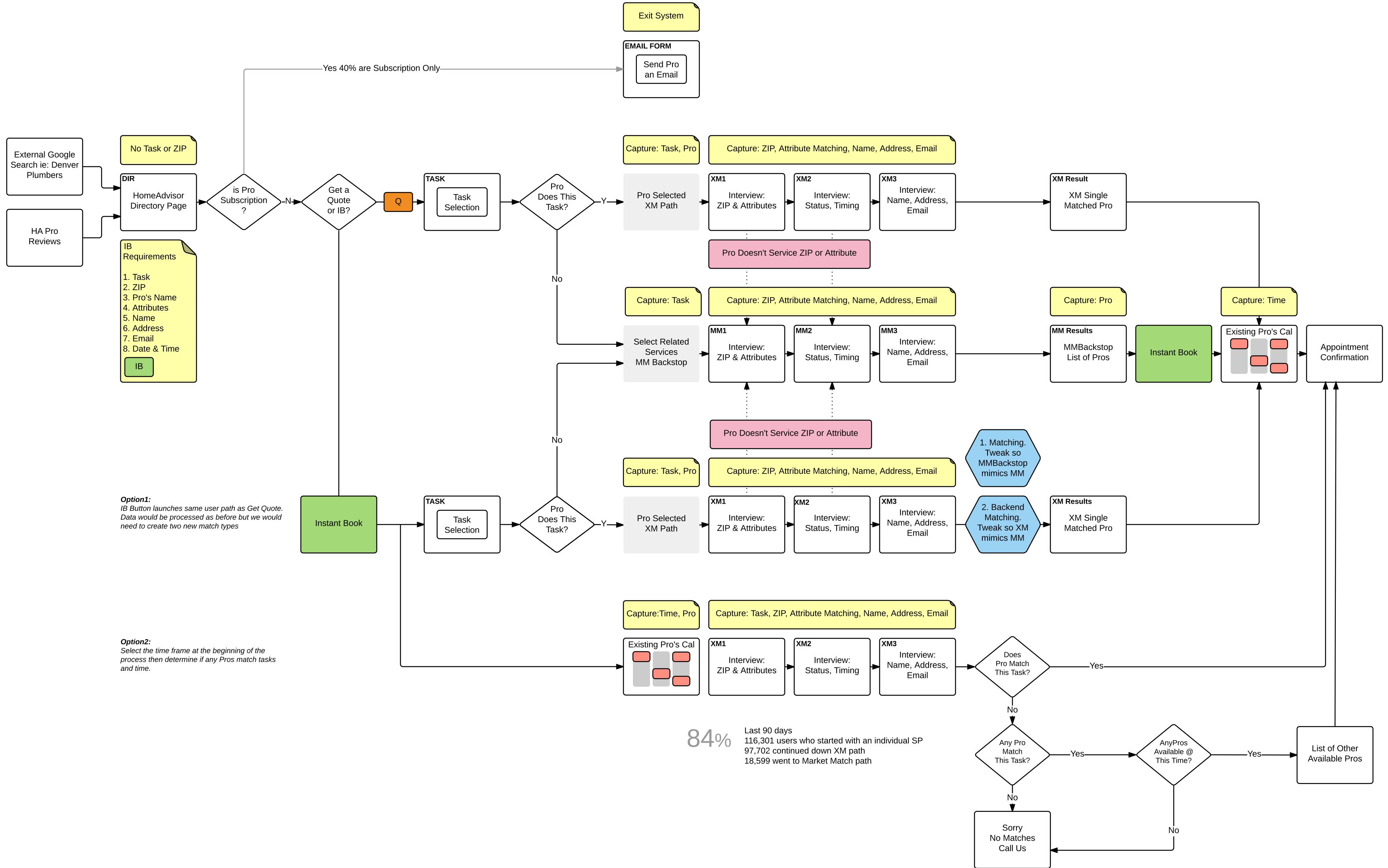


IB on Directory Page
Increase Exposure of Instant Booking



Option1:
IB Button launches same user path as Get Quote. Data would be processed as before but we would need to create two new match types

Option2:
Select the time frame at the beginning of the process then determine if any Pros match tasks and time.

84% Last 90 days
116,301 users who started with an individual SP
97,702 continued down XM path
18,599 went to Market Match path

- IB Requirements**
1. Task
 2. ZIP
 3. Pro's Name
 4. Attributes
 5. Name
 6. Address
 7. Email
 8. Date & Time
- IB