



Sales Reps Digital
Targeting Strategies for the
Fashion Industry



AUDIENCE EXTENSION

Multi-Platform Targeting

Right Audience Across All Screens

Frequently Used Targeting Mix / Options

General Population

- Run of network within target zip codes of your direct market area
- Interest > Television > Fashion
- Entertainment > Magazines > Fashion
- Shopping > Power Shoppers
- Fashion Style > Smart, Comfortable, Luxury etc.
- Read Vogue in the last 6 months
- Shopping > Fashion > Accessories, Handbags, Jewellery, Shoes etc.

Frequently Used Demographic Targets

- Fashion, Beauty, Retail

Sample Behavior Targeting Option

- Lifestyle > Spring, Summer, Fall, Winter
- Intent > Shopping > Women / Men
- Clothes > Interest > Online Purchase
- Interest > Fashion and Style

Retargeting

- Desktop site visitors
- Display & pre-roll
- Search retargeting

We'll optimize across content targets, data sets & platforms based on performance.

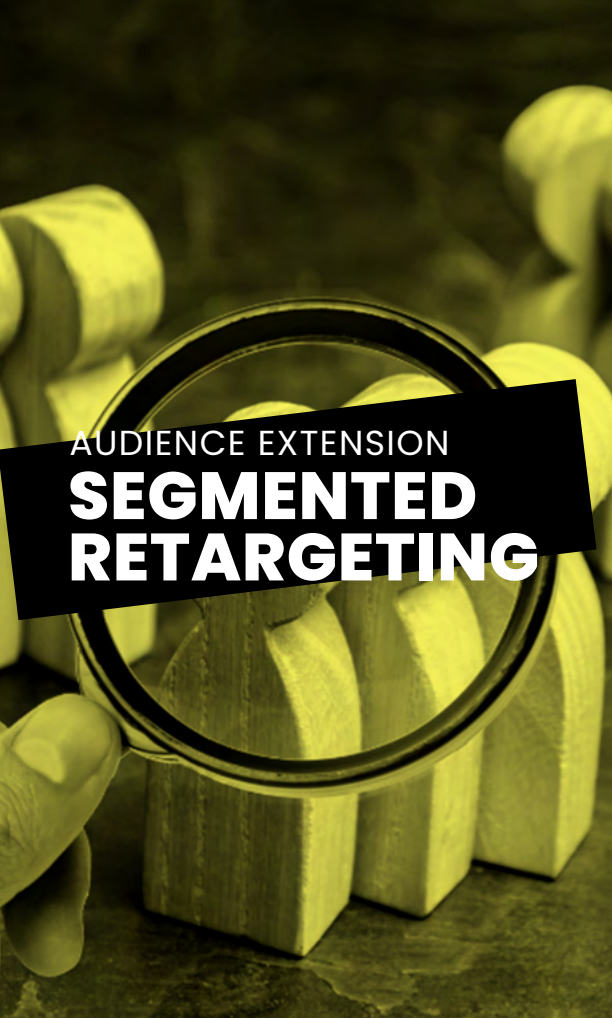


AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY

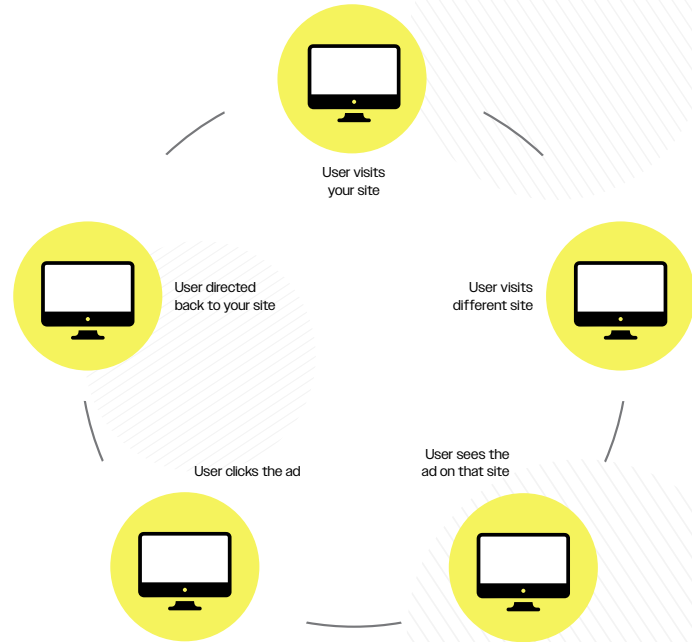


We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions. Precision targeting allows us to reach your core audience segments.



AUDIENCE EXTENSION
**SEGMENTED
RETARGETING**

Engage the right visitors with the right messaging, bring them back to your lot and desk the deal



1. Search Retargeting

2. Display & Pre-Roll Retargeting

3. Search Retargeting

4. Display & Pre-Roll Retargeting

Case Study

Digital Marketing

Company Overview

A high end regional women's fashion eCommerce website and blog who wanted to provide a resource for women to shop current fashion trends, and to provide tips on how to educate women on season / occasion specific trends.

The Challenge

After just building a new website to allow eCommerce transactions, the client wanted to drive qualified traffic to a high end / luxury female demographic and encourage purchases that they could track. In addition, they wanted to grow their email / customer database that they could directly market to. Lastly, social media was a large way for them to promote sales

The Plan

The plan was to demographic target Hispanic / White / African American women between the ages of 18-54, with HHI, along with behavioural targeting across the fashion category, specifically online purchasers. This was complemented with fashion content targeting, and dynamic site retargeting for cart abandonment. Through transactions, customers would provide client email contact info, as well as links to social media channels.



Audience Profile

We layer premium online & offline data elements based on observations about your customer's browsing behavior these characteristics to generate a highly-curated Audience Profile.

We leverage our data-collection sources to reach that Audience Profile to ensure your customers are served the right ad at the right time during their purchase journey.

- Extensive Reach
- Device Independent

Reach more customers with accuracy and privacy on any internet-enabled device.





To learn more about Adfuel and our advanced marketing solutions
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