

The background of the slide is a photograph of a person's hands typing on a laptop keyboard. The image is heavily tinted with a yellow-green color. There are several decorative circular patterns overlaid on the image, consisting of parallel lines that form a circular shape. One such pattern is in the lower-left corner, another is in the middle-right area, and a third is in the upper-left area, partially overlapping the logo.

Sales Reps Digital  
Targeting Strategies for the  
**Finance 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

#### Sample Behavior Targeting Options

- In-Market - Financial Planner
- Intent - Financial Services
- Disposable Income Decile

#### Frequently Used Demographic Targets

- Financial Sites, Money Management, Mortgage etc.

#### Frequently Used Demographic Targets

- Age: 40-65
- Gender
- HHI \$150K+

#### Retargeting

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

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

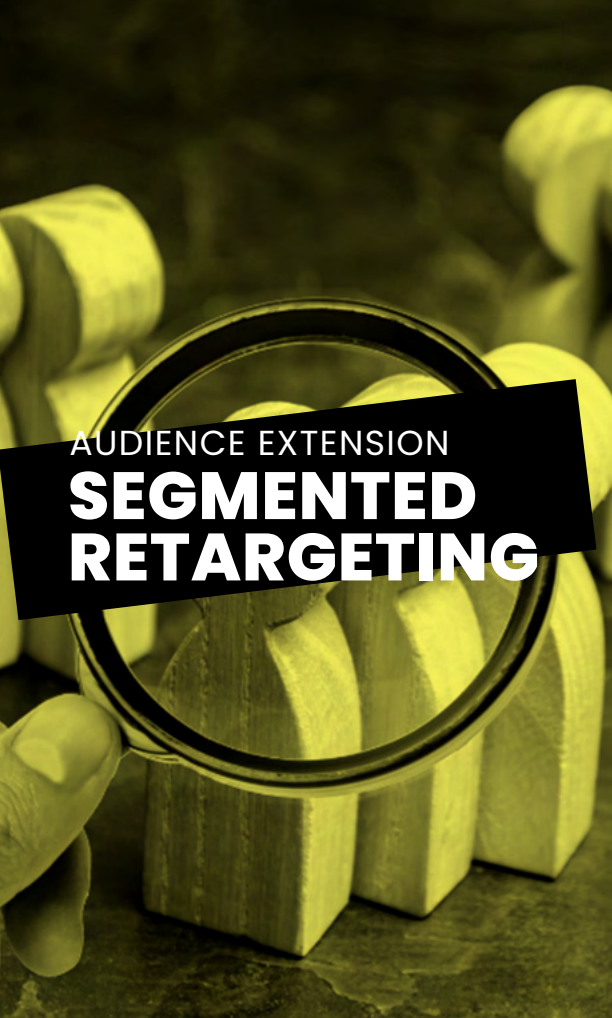


AUDIENCE EXTENSION

# INVENTORY + TECHNOLOGY

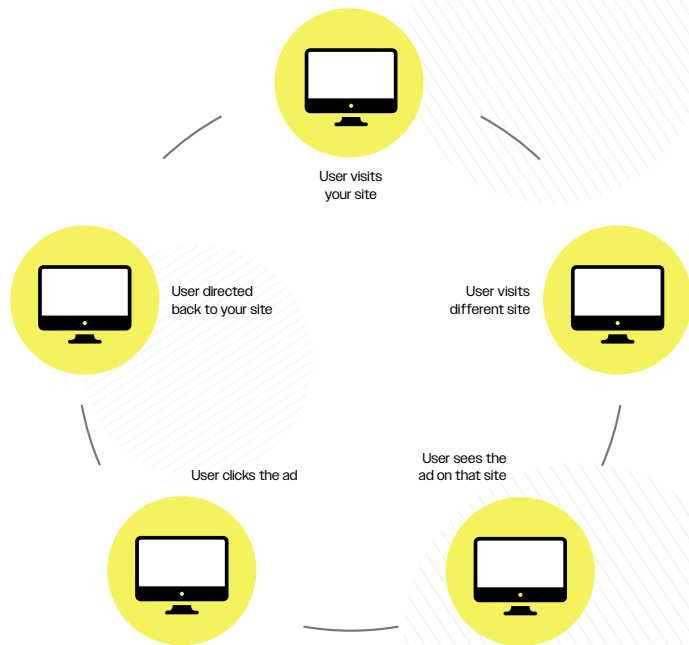


We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions. Precision targeting allows us to reach your core audience segments.



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 local Financial Services company provides financial planning, retirement planning, and estate planning.

### The Challenge

Financial service organizations recognize that over 85% of households in the US are online. The next generation of customers, who are rising in their professional careers and wealth building are online. Increasing leads from digital advertising is imperative

### The Plan

By combining behaviour, content, IP and retargeting, the team was able to reach the client's target / potential high net worth consumer at all stages of the decision making process.

### The Results

In 3 months the team accomplished the following:

- Filled the financial services lead generation pipeline.
- Increased new client acquisition.

- 600K Impressions
- .11% CTR
- 660 site visits / interested applicants





# 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 please visit us online at: [www.DigitalAdvertisingDirect.com](http://www.DigitalAdvertisingDirect.com)