DAD

DIGITAL ADVERTISING DIRECT

Sales Reps Digital
Targeting Strategies for the
Furniture 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

Common Content Targeting Options
• Interior Design
• Remodeling
• Home Improvement

Common Demographic Targets
• Income
• Age
• Gender
• Home Owners

Sample Behavior Targeting Options
• Audience Profile > Furniture
• Bedroom > Mattresses
• Furniture > Kids Furniture
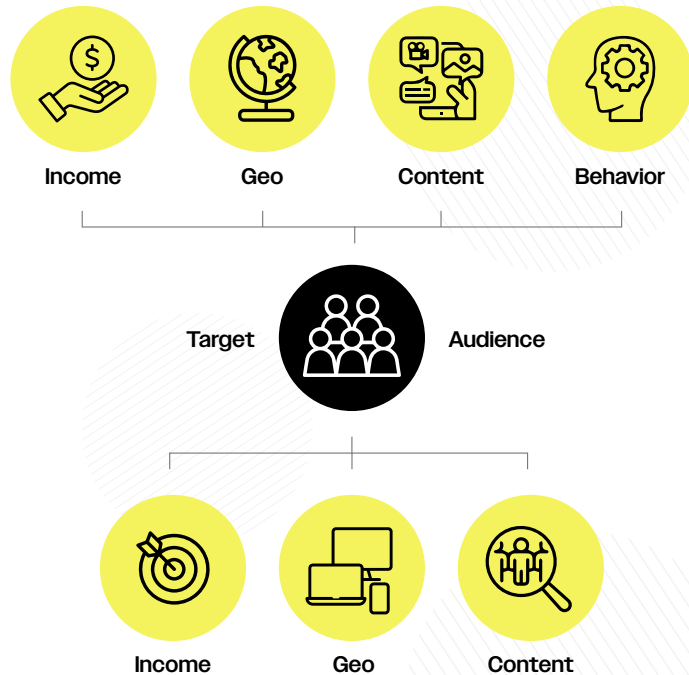• Furniture > Living Room

• Fashion
• Family

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

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

INVENTORY + TECHNOLOGY

Income Geo Content Behavior
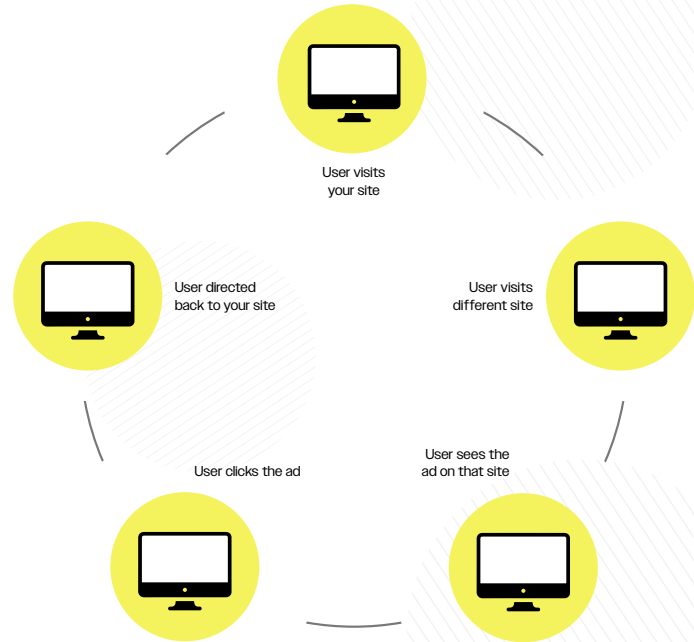
Target Audience

Income Geo Content

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.
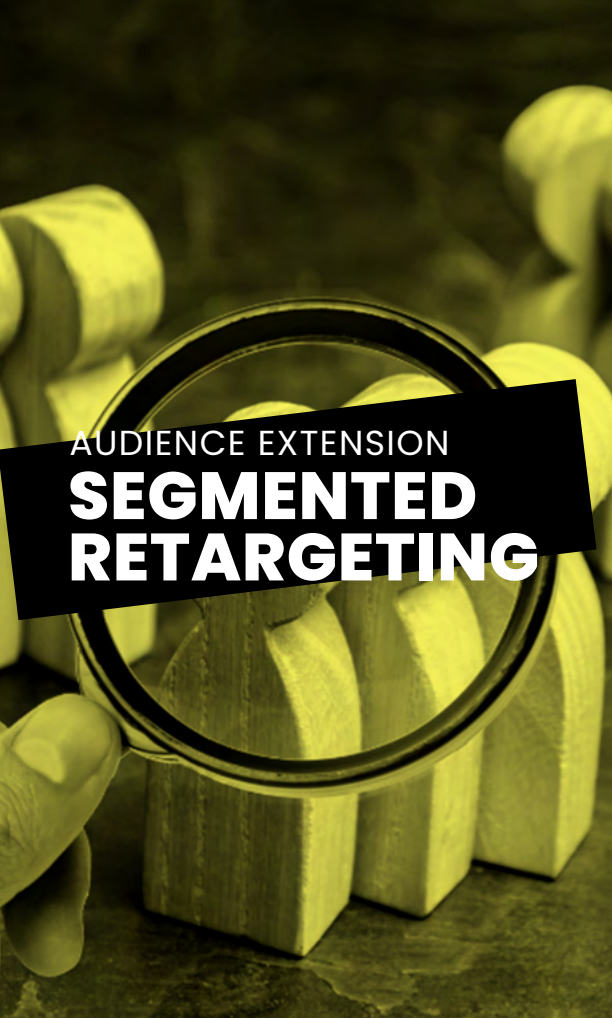
SEGMENTED RETARGETING

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

User visits
your site

User directed
back to your site

User visits
different site

User clicks the ad

User sees the
ad on that site

1. Search Retargeting

2. Display & Pre-Roll Retargeting

3. Search Retargeting

4. Display & Pre-Roll Retargeting

Case Study
Digital Marketing

Company Overview

A local furniture company needed to be top of mind for all consumers shopping for new furniture.

The Challenge

Today when customers are buying new furniture they search online on sites that offer design & decorating ideas. Without an online strategy they were missing out on customers everyday. They needed an online strategy to reach online researchers and turn them into customers.

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 6 months the team accomplished the following:

• Increased the furniture retailers brand awareness by placing ads on design content sites

• Increased site traffic by using data segments for consumers currently "in market" to buy new furniture.

The Results

• 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**