



Sales Reps Digital
Targeting Strategies for the
Home Services 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
- Plans to Spend \$1K+, \$2K+, etc. on home remodel

Common Content Targeting Options

- Family Channel
- Luxury
- Home Improvements

Common Demographic Targets

- Income
- Age
- Gender
- Home Owners

Sample Behavior Targeting Options

- Home & Garden > Plumbing
- Construction > Window Replacement
- Construction > Kitchen Remodel

- Remodeling & Construction
- Content

Retargeting

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

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

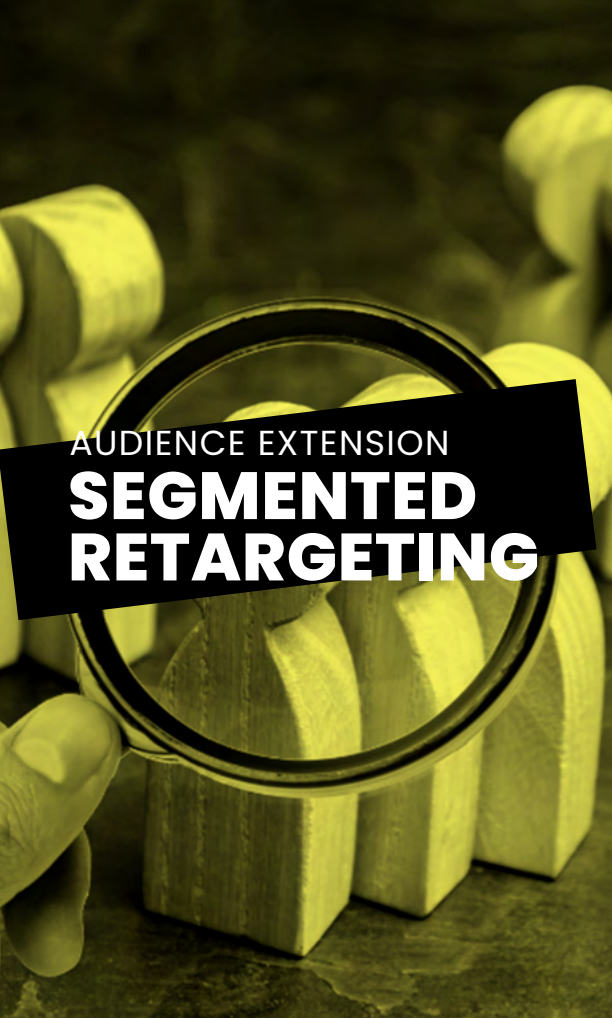


AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY

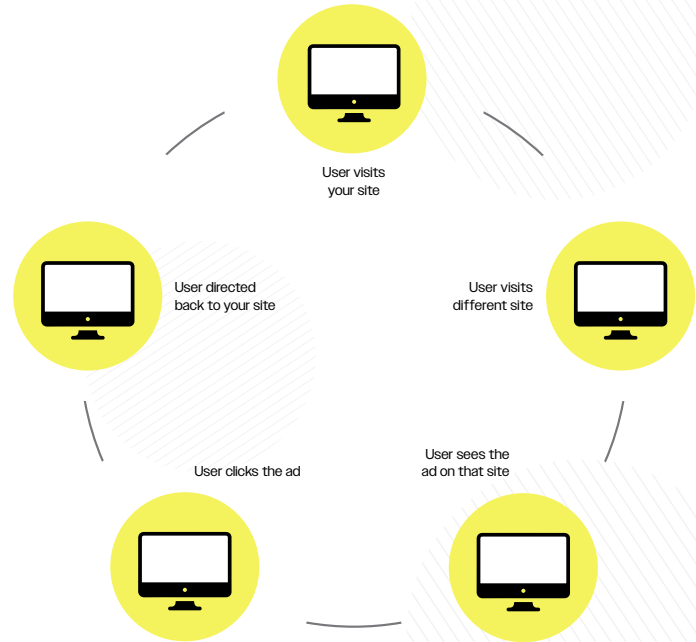


We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions. Precision targeting allows us to reach your core audience segments.



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 company needed to bring new customers to their construction and remodeling business. Specifically they wanted to focus on kitchen & bathroom remodels.

The Challenge

Today when customers need to find a business or service, they search online on sites that offer design 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 new consumer phone appointments for project quotes.
- Increased company and services awareness through design content sites.
- Increased the overall number of projects and revenue.

The Results

- 500K Impressions
- .11% CTR
- 550 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