DAD
DIGITAL ADVERTISING DIRECT

Sales Reps Digital
Targeting Strategies for the

Recruitment Industry

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

Content Targeting

- Employment Sites, Data Targeting, Industry Specific Sites

Frequently Used Demographic Targets

- Career, Job Industry
- Age, Ethnicity, HHI
- Management Level
- Industry Specific Targeting

Sample Behavior Targeting Option

- SIC Targeting
- SIC Targeting
- Specific Job Seekers by Career Interest

Retargeting

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

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

AUDIENCE EXTENSION

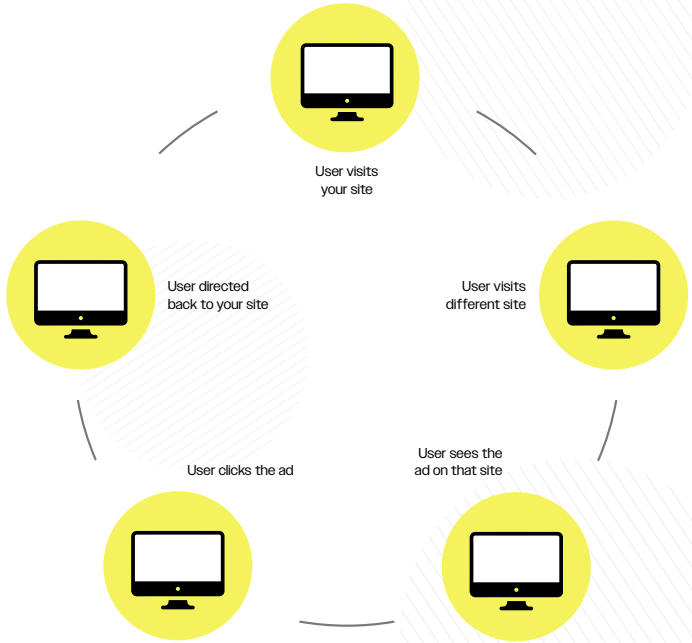
INVENTORY + TECHNOLOGY

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 national distribution company responsible for transporting 10,000's of parcels per. They experience significant employee turnover each month for positions at all levels from warehouse workers, drivers, and general labourers.

The Challenge

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 Plan

The distribution company needed a constant flow of applicants available for full-time, part-time, and seasonal workers.

The Results

In 3 months the team accomplished the following:

- Maintained a constant flow of available labour
- Shortened the hiring process
- Filled positions with qualified applicants

The Results

- 750K Impressions
- .12% CTR
- 900+ 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
v 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**