DAD

DIGITAL ADVERTISING DIRECT

Sales Reps Digital
Targeting Strategies for the
Restaurant 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

Frequently Used Demographic Targeting Options
• Age 24-45
• Gender
• HHI 100K+
• Marital Status

Frequently Used Content Targeting Options
• Shopping, Retail Sites, Fashionistas, Sports, Pop Culture, Data Targeting

Sample Behavior Targeting Options
• Purchases and Interest
• In-Market > Clothing, Shoes & Accessories
• In-Market > Women's Fashion
• In-Market > Tires & Auto Accessories

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

Income   Geo   Content   Behavior

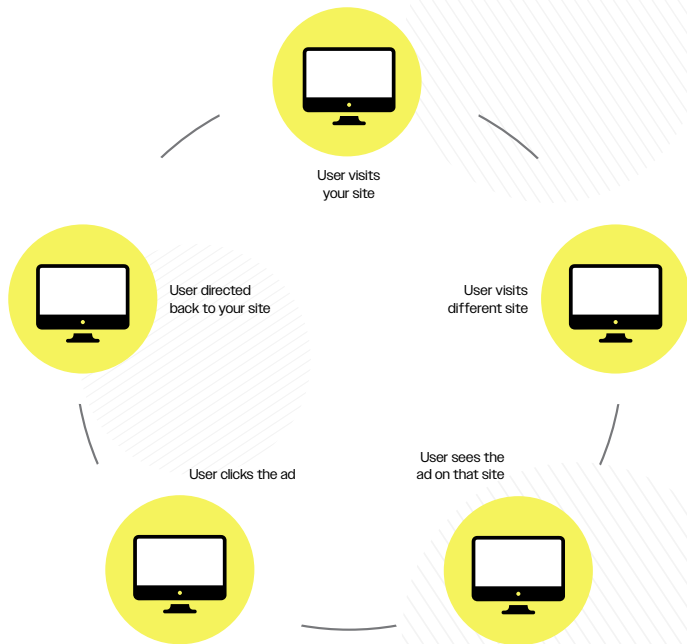Target   Audience

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.
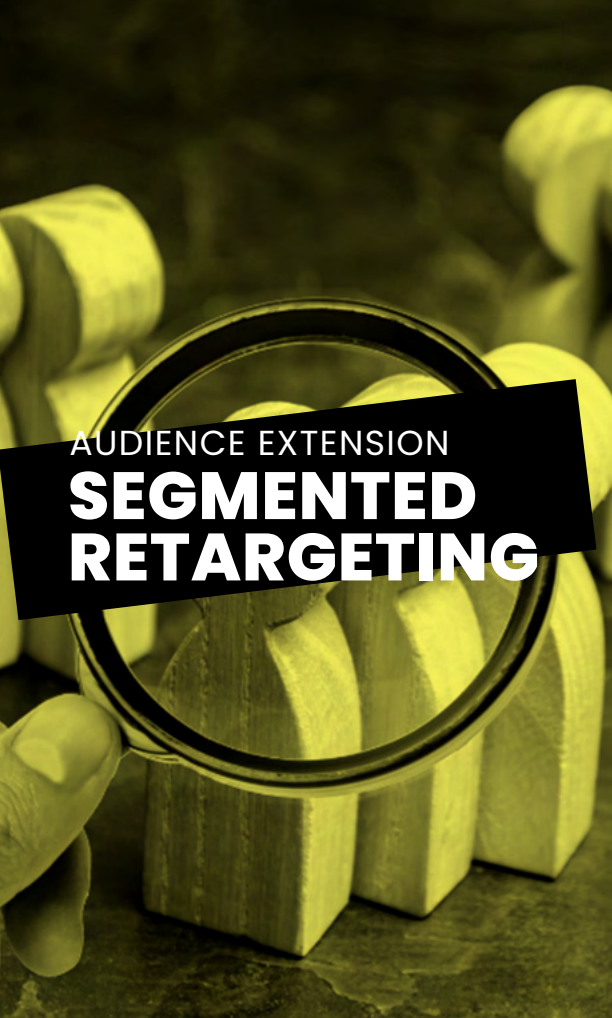
AUDIENCE EXTENSION
SEGMENTED RETARGETING

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 retailer had been a respected leader in the Jewelry market with 3 locations. Offering both online and offline sales, they focus on high net worth customers. They are the leader in engagement, wedding, and high-end watches.

The Challenge

The retailer was working with another vendor but wanted to boost online exposure, reconnect with valued past customers and increase foot traffic to their 3 locations around the city.

The Plan

By combining behavior, 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:

• Increased new consumer web traffic through programmatic display

• Re-engaged a database of previous consumers with IP Targeting

• Increased overall sales by retargeting valuable site visitors

The Results

• 750K Impressions

• .12% CTR

• 900 Site Visits

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