



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 25-45
- Gender
- HHI 100K+

#### Frequently Used Content Targeting Options

- Travel sites
- Cruises
- Beach Vacations

#### Sample Behavior Targeting Options

- In-Market > Beach Vacation
- In-Market > European Travel
- Intent > Cruise Vacation
- Disposable Income Decile

#### Retargeting

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

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

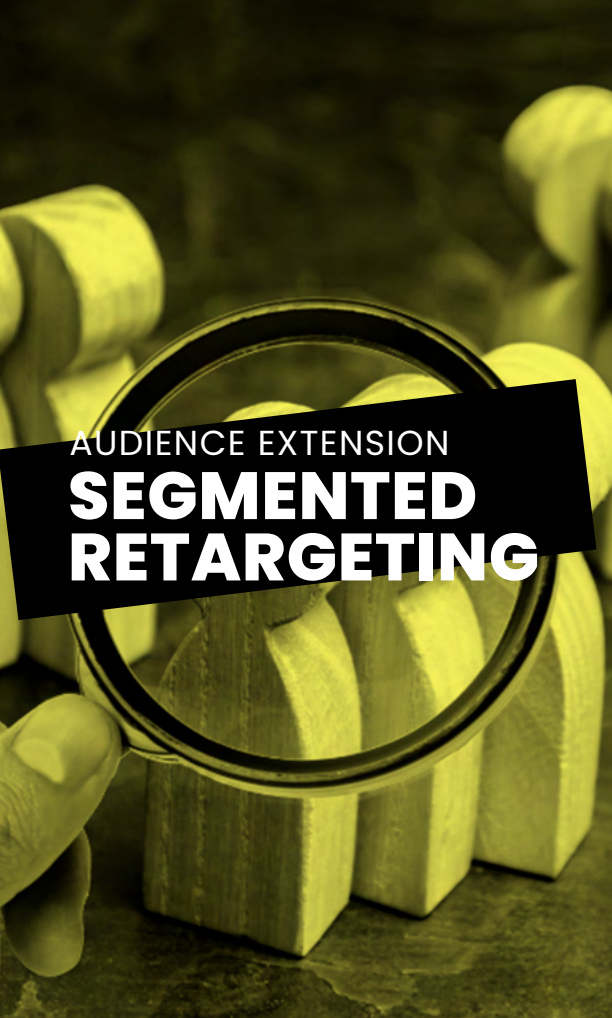


AUDIENCE EXTENSION

# INVENTORY + TECHNOLOGY

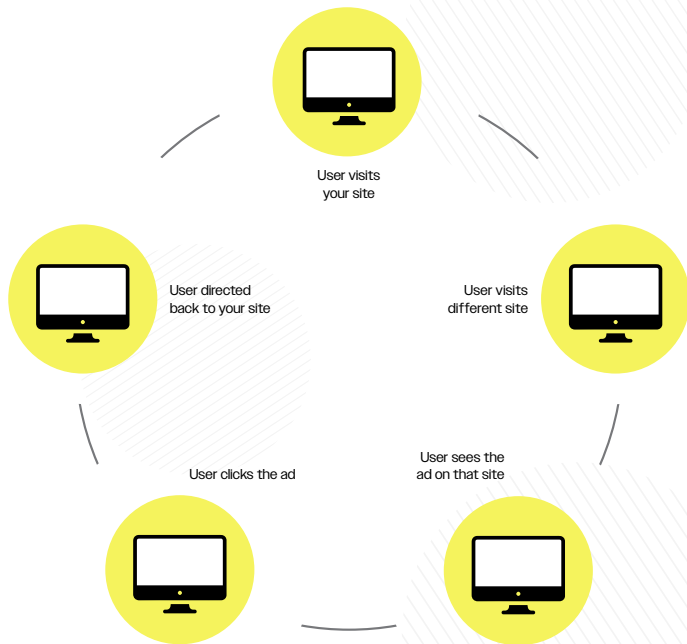


We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions. Precision targeting allows us to reach your core audience segments.



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

The largest Casino in the US caters to the NE region, national and international visitors. The resort delivers a full service vacation experience including casino, spa, dining and shows.

### The Challenge

Travel and Entertainment decisions are linked to affluence and to the user's online behavior and interests. With over half of the travel and entertainment revenue originating online, the casino needed a fresh digital strategy to reach the consumer at the right time.

### The Plan

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

### The Results

In 12 months, the team accomplished the following:

- Reduced the CPA of each visitor to under \$50
- Increased on-premise dining revenue
- Increased loyalty card purchases from on-premise guests.

### The Results

- 1 Million Impressions
- .11% CTR
- 110,000 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](http://www.DigitalAdvertisingDirect.com)