



ANGEL

Sales Reps Digital Targeting Strategies for the **Entertainment 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
- Dining Out
- Lookalike Data of Converters
- Foodies
- Music Enthusiast & Affinity (Specific Artist & Genre Available)
- Concert Ticket Intender
- IP / Specific Physical Address List Matches

Frequently Used Demographic Targets

- Arts & Entertainment, Food & Dining, Music Channel, Family, Pop Culture, Shopping

Sample Behavior Targeting Option

- Concert Goer
- Festival Goer
- Event Goer

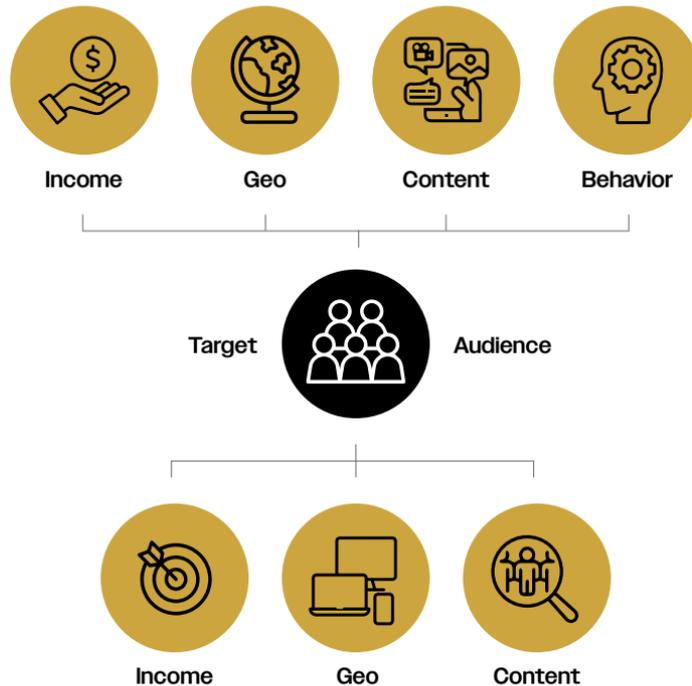
Retargeting

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

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

AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY



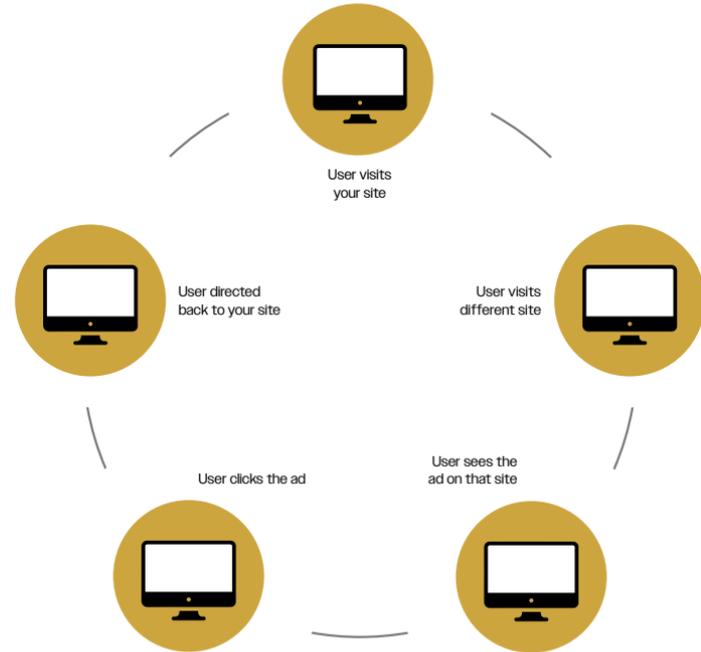
We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions.

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 high end regional women's fashion eCommerce website and blog who wanted to provide a resource for women to shop current fashion trends, and to provide tips on how to educate women on season / occasion specific trends.

Campaign Goals

- Increase awareness of Chandler BBQ Festival
- Sell tickets/ticket packages
- Drive visitors to their websites
- Increase sales / conversion through other lead sources

Campaign Results

- 585,103 Impressions delivered
- 776 clicks or a .13% CTR
- Over 200 post click ticket purchases transactions
- Filled positions with qualified applicants

Creative

Clean, highlights the event details clearly, clear interpretation of the event, shows date, shows cost.



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.





TALK TRACKS & ELEVATOR PITCH

Digital marketing is some of the most trackable and testable marketing available in the world today.

We leverage all forms of digital marketing to help create the right digital media mix and measures each platform and productivity. In addition, by leveraging the data through proprietary tracking and reporting mechanisms, we establish valuable inferences based on how website visitors are engaging with your event or concert, which results in maximizing marketing budget and ultimately selling tickets.



FOR
SALES REPS

INTRO EMAIL

Subject Line: Appointment

Dear Mr. Advertiser,

I wanted to reach out and see if you have time available on Monday or Tuesday next week to discuss what Angel Network is doing for other events and concerts and see if it might be a good fit for you.

We work with our local / regional event managers & concert promoters to understand what is driving ticket sales and traffic to the website to check out the event, then develop custom, digital marketing solutions that are designed to drive both. Recently we helped sell over 200 ticket transactions for a local BBQ Festival.

Please let me know if 1 or 2 pm would work for you either day to discuss

Thank you,



FOR SALES REPS

SAMPLE QUESTIONS

TO ASK AN INTERNET SALES MANAGER
OR A GENERAL SALES MANAGER

- What events do you have coming up?
- What current marketing are you using to promote the event?
- What is the target market for this particular event/concert? Age? Income? Persona?
- How do you measure your digital advertising effectiveness? (How many tickets do you need to sell to make this advertising campaign successful?)
- Do you use a third party to sell your tickets online? If so, will they allow pixel tracking?



ANGEL

To learn more about Adfuel and our advanced marketing solutions
please visit us online at: www.AngelInvestorNetwork.com