



ANGEL

Sales Reps Digital Targeting Strategies for the **Fashion 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
- Interest > Television > Fashion
- Entertainment > Magazines > Fashion
- Shopping > Power Shoppers
- Fashion Style > Smart, Comfortable, Luxury etc.
- Read Vogue in the last 6 months
- Shopping > Fashion > Accessories, Handbags, Jewellery, Shoes etc.

Frequently Used Demographic Targets

- Fashion, Beauty, Retail

Sample Behavior Targeting Option

- Lifestyle > Spring, Summer, Fall, Winter
- Intent > Shopping > Women / Men
- Clothes > Interest > Online Purchase
- Interest > Fashion and Style

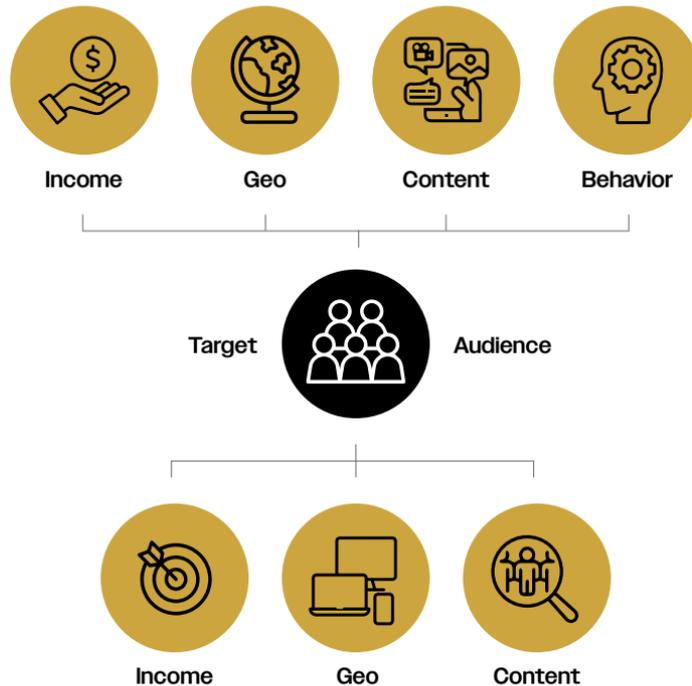
Retargeting

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

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

AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY



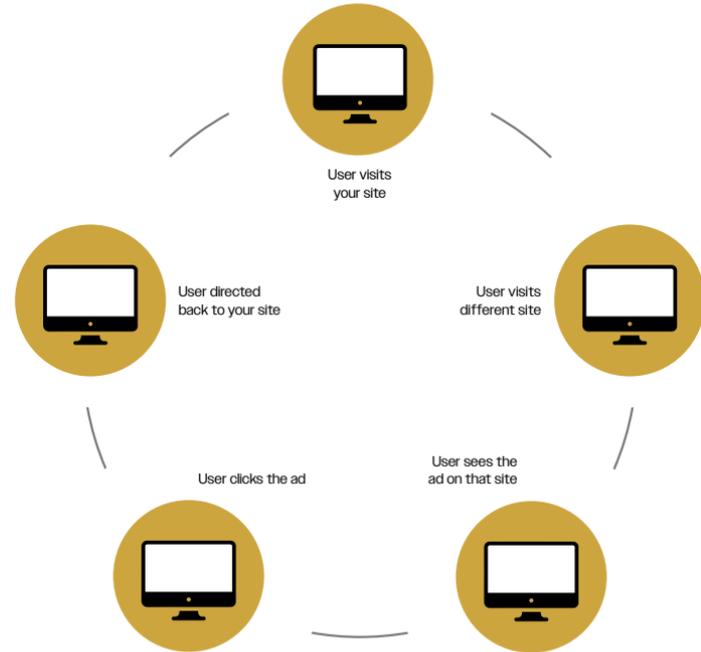
We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions.

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.

The Challenge

After just building a new website to allow eCommerce transactions, the client wanted to drive qualified traffic to a high end / luxury female demographic and encourage purchases that they could track. In addition, they wanted to grow their email / customer database that they could directly market to. Lastly, social media was a large way for them to promote sales

The Plan

The plan was to demographic target Hispanic / White / African American women between the ages of 18-54, with HHI, along with behavioural targeting across the fashion category, specifically online purchasers. This was complemented with fashion content targeting, and dynamic site retargeting for cart abandonment. Through transactions, customers would provide client email contact info, as well as links to social media channels.



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

Women and men are becoming increasingly more influenced by targeted online advertising, as well as purchasing goods through eCommerce websites for all types of fashion and retail goods. By targeting specific psychodemographics and behavioral interests of who your target audience is, we can influence people no matter where they are in the consideration process for your inventory and leverage the eCommerce investment to grow online storefront sales.

In addition, we can integrate with your POS system, and track transactions and harvest/collect valuable customer information that you can use to directly market to to grow the average lifetime value of that customer. Lastly, we can use digital marketing platforms to track point of purchase redemption, as well as basket size through targeted online promotions. We leverage digital marketing across multiple platforms creating a balanced digital media mix, measuring each platform, it's productivity and ultimately it's cost per acquisition.

In addition to what we can learn from the marketing of your job opening we can learn even more from the people we bring to your website, draw valuable inferences and maximize your marketing budget.



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 the Angel Network is doing for other online fashion retailers and see if it might be a good fit for you.

In addition to our weekly print presence, we have built a digital marketing solution focused on increasing both eCommerce transaction, as well as point-of-purchase sales that we're executing for large regional and national brands.

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

Thank you,



SAMPLE QUESTIONS

TO ASK AN INTERNET SALES MANAGER,
OR A GENERAL SALES MANAGER

- How are you currently marketing these positions?
- What kinds of content are you creating and promoting through social media channels?
- Is education and relationship building with potential customers important to you?
- Is couponing something that is part of your marketing efforts, i.e. 15% off shoes?
- Are you tracking basket size with and without the introduction of a coupon?
- What percentage of your sales are from online versus in-store?
- What are you doing to track point of purchase redemption?
- Are you directly marketing to current or potential customers with email?



ANGEL

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