



ANGEL

Sales Reps Digital Targeting Strategies for the **Financial 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

Sample Behavior Targeting Options

- In-Market - Financial Planner
- Intent - Financial Services
- Disposable Income Decile

Frequently Used Demographic Targets

- Financial Sites, Money Management, Mortgage etc.

Frequently Used Demographic Targets

- Age: 40-65
- Gender
- HHI \$150K+

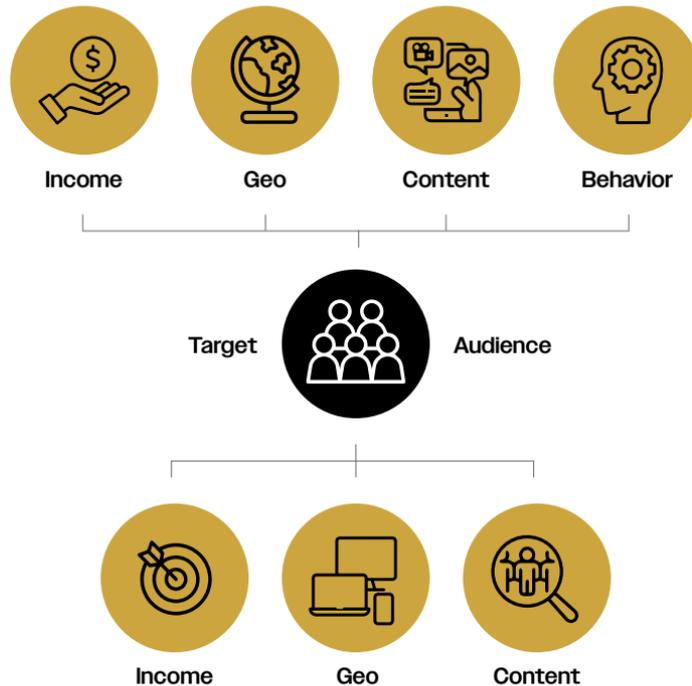
Retargeting

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

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

AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY



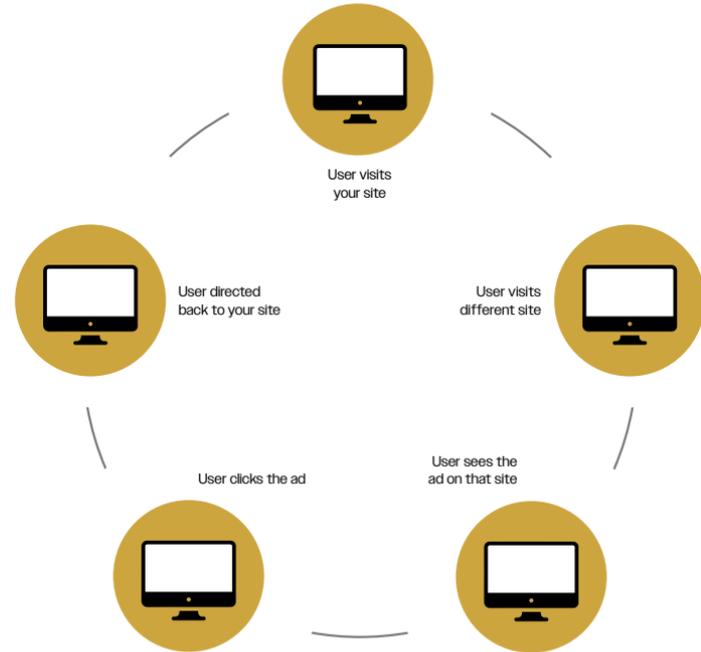
We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions.

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 local Financial Services company provides financial planning, retirement planning, and estate planning.

The Challenge

Financial service organizations recognize that over 85% of households in the US are online. The next generation of customers, who are rising in their professional careers and wealth building are online. Increasing leads from digital advertising is imperative

The Plan

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 Results

In 3 months the team accomplished the following:

- Filled the financial services lead generation pipeline.
- Increased new client acquisition.

- 600K Impressions
- .11% CTR
- 660 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**
- **Device Independent**

Reach more customers with accuracy and privacy on any internet-enabled device.





TALK TRACKS & ELEVATOR PITCH

In financial services, the lead generation process is serious business. Financial services spent over \$6 billion on digital advertising in 2014 because it recognized that consumers are doing their research and purchasing online.

The next generation of customers, who are in the midst of starting households and their professional careers, live online! The objective of all marketing programs is to maximize reach to as many qualified customers as possible while managing costs. Financial organizations exhibit this at scale by investing in data and online audience targeting solutions that help them engage qualified prospects looking for mortgages, lines of credit, or business or personal banking services.

We leverage all forms of digital marketing to help create the right digital media mix and measure each platform, its productivity and ultimately its cost per acquisition. 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 current online storefront, which results in maximizing 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 Angel Network is doing for other local financial services companies and see if it might be a good fit for you.

We work with our local/regional financial services companies to understand how they are reaching their target market to increase web traffic and new client acquisition.

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

- Are you currently advertising your business online?
- What products or services do you focus on?
- How do you typically market those products and services?
- Who is most likely to be a potential consumer? Age? Income? Previous Purchase?
- How do you measure your digital advertising effectiveness?
- Do you know what you're typically willing to invest in your overall campaign from a marketing perspective?



ANGEL

To learn more about Adfuel and our advanced marketing solutions
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