



ANGEL

Sales Reps Digital Targeting Strategies for the **Furniture 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

Common Content Targeting Options

- Interior Design
- Remodeling
- Home Improvement

Common Demographic Targets

- Income
- Age
- Gender
- Home Owners

Sample Behavior Targeting Options

- Audience Profile > Furniture
- Bedroom > Mattresses
- Furniture > Kids Furniture
- Furniture > Living Room

- Fashion
- Family

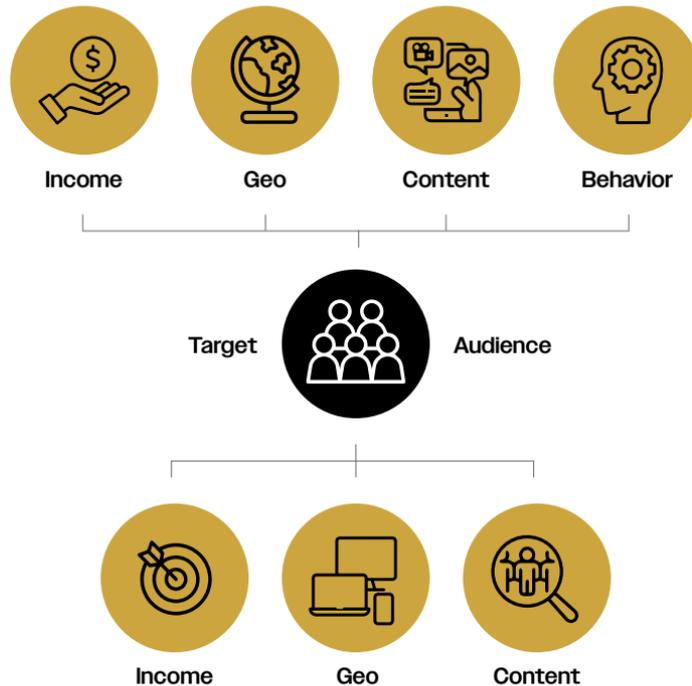
Retargeting

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

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

AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY



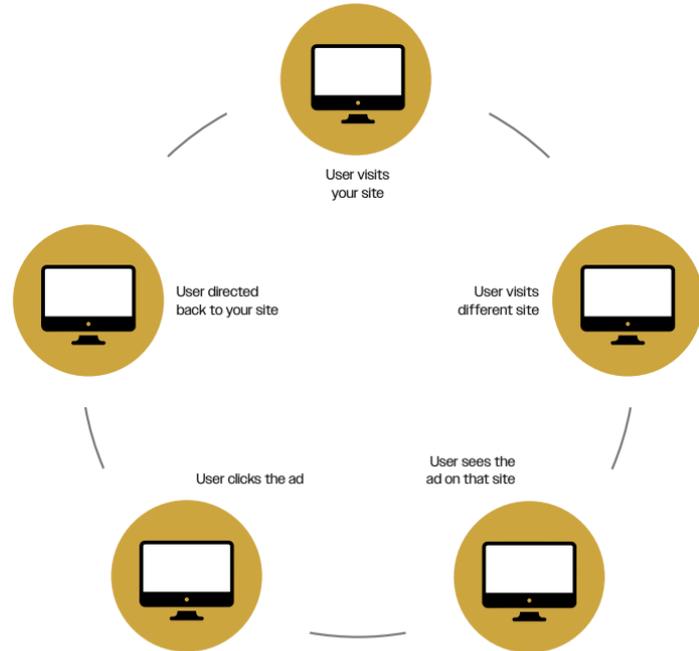
We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions.

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 furniture company needed to be top of mind for all consumers shopping for new furniture.

The Challenge

Today when customers are buying new furniture they search online on sites that offer design & decorating ideas. Without an online strategy they were missing out on customers everyday. They needed an online strategy to reach online researchers and turn them into customers.

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 6 months the team accomplished the following:

- Increased the furniture retailers brand awareness by placing ads on design content sites
- Increased site traffic by using data segments for consumers currently "in market" to buy new furniture.

The Results

- 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

The internet has changed how customers decide what to buy.

Consumer turn to the internet to research furniture styles and to locate stores.

“8 out of 10 consumers have bought home furnishings online, 47% said they would never buy a sofa online while 50% of consumers leveraged their smartphone before and during the in store purchase.”

furnituretoday.com 2014

This change has led many Furniture Companies to rethink their marketing strategy and how they allocate their budget. Furniture Companies need to be seen at the exact moment consumers are researching their next furniture purchase.

We leverage all forms of digital marketing to help create the right digital media mix and measures each platform, it's productivity and ultimately it's 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 website, 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 furniture companies and see if it might be a good fit for you.

We know that 8 out of 10 consumers bought a home furnishing online and that they would prefer to buy larger items in store. We also know that leveraging online marketing can influence an in store purchase. We would like to see if we can help you solve for both opportunities.

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 is your current online marketing strategy?
- How do you measure your digital advertising effectiveness?
- What is your average sale and what is your average marketing cost on that sale?
- What products/services do you focus on?
- Who is most likely to be a potential consumer? Home Value? Income? Previous Purchase?
- Do you have any coop or events coming up for any specific products / brands?
- What is your budget?



ANGEL

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