

A grayscale photograph of three construction workers in a home services setting. On the left, a man in a plaid shirt and hard hat is working on a wall. In the center, a woman in a denim shirt and hard hat is looking at a tablet. On the right, a man in a work shirt and hard hat is smiling and looking at the tablet. The word "ANGEL" is overlaid in the center in a white serif font, with a yellow halo around the letter 'A'.

ANGEL

Sales Reps Digital Targeting Strategies for the **Home Services 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
- Plans to Spend \$1K+, \$2K+, etc. on home remodel

Common Content Targeting Options

- Family Channel
- Luxury
- Home Improvements

Common Demographic Targets

- Income
- Age
- Gender
- Home Owners

Sample Behavior Targeting Options

- Home & Garden > Plumbing
- Construction > Window Replacement
- Construction > Kitchen Remodel

- Remodeling & Construction
- Content

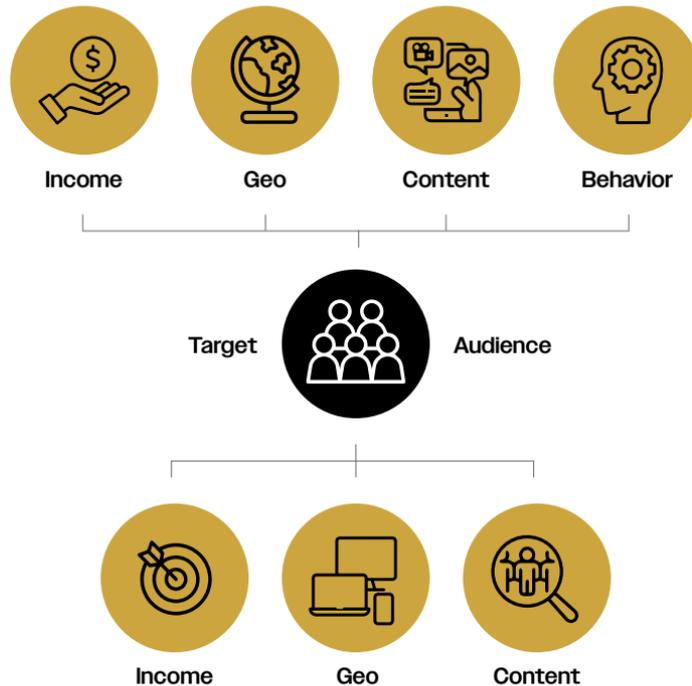
Retargeting

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

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

AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY



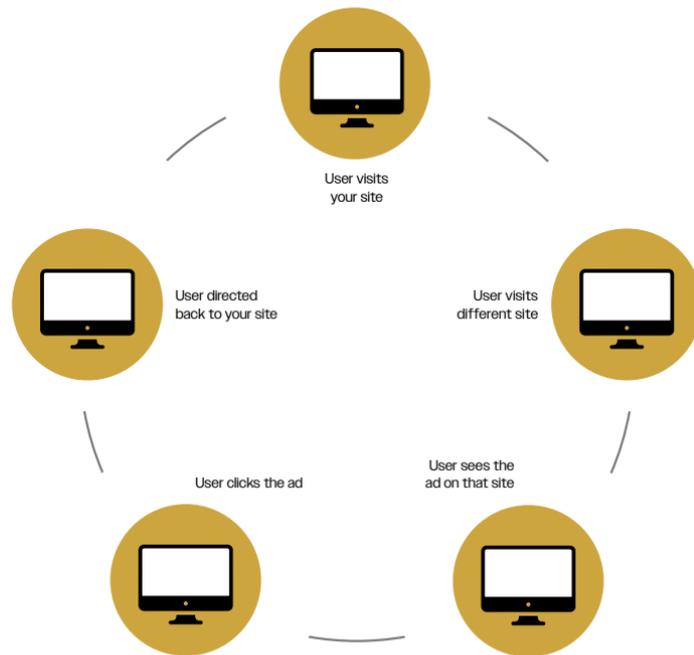
We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions.

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 company needed to bring new customers to their construction and remodeling business. Specifically they wanted to focus on kitchen & bathroom remodels.

The Challenge

Today when customers need to find a business or service, they search online on sites that offer design 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 new consumer phone appointments for project quotes.
- Increased company and services awareness through design content sites.
- Increased the overall number of projects and revenue.

The Results

- 500K Impressions
- .11% CTR
- 550 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

Consumers spend more time researching their next purchase online prior to requesting a bid for Home Services.

“4 in 5 people use the internet to find Home Services. 50% of those who research local Home Service companies, visit or call that same day. 18% who research a Home Service company make a purchase that same day”.

Google/Ipsos MediaCT/Purchased, Research, May 2014

Most of our clients have reevaluated their marketing campaigns and started focusing a significant portion of their budget to digital. The primary crux of their program is to drive a specific cost per lead knowing that each platform will deliver a different cost and consumer in the purchasing funnel.

We leverage digital marketing across multiple platforms creating a balanced digital media mix, measuring each platform, its productivity and ultimately its 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 Angel Network is doing for other home services clients and see if it might be a good fit for you.

We work with our local/regional Home Services Companies to understand what is an efficient cost per lead for their business and then design a marketing campaign that helps them achieve that efficiency.

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 advertising your business online? What is working?
- What services do you focus on?
- What is your typical cost per lead, do you measure it differently by media type?
- Who is most likely to be a potential consumer? Home Value? Income? Previous Purchase?
- What is your digital marketing budget?



ANGEL

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