



ANGEL

Sales Reps Digital Targeting Strategies for the **Retail 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

Frequently Used Demographic Targeting Options

- Age 24-45
- Gender
- HHI 100K+
- Marital Status

Frequently Used Content Targeting Options

- Shopping, Retail Sites, Fashionistas, Sports, Pop Culture, Data Targeting

Sample Behavior Targeting Options

- Purchases and Interest
- In-Market > Clothing, Shoes & Accessories
- In-Market > Women's Fashion
- In-Market > Tires & Auto Accessories

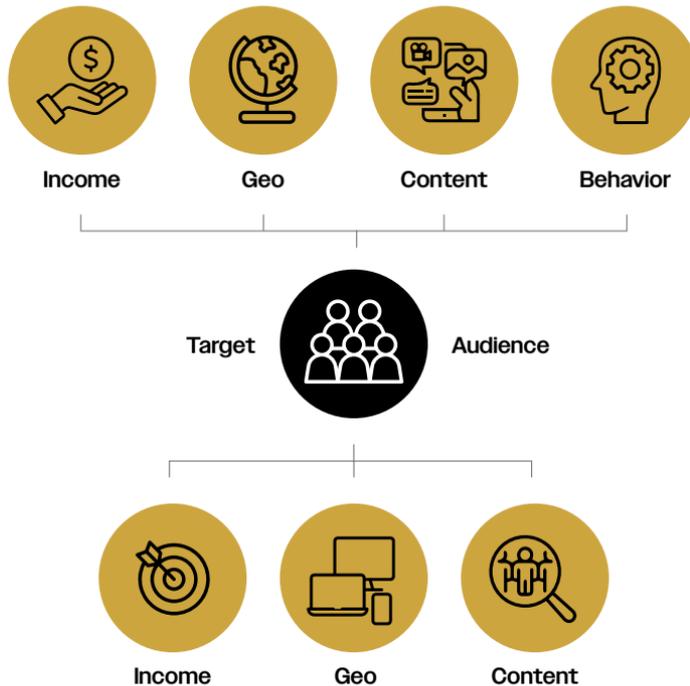
Retargeting

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

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

AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY



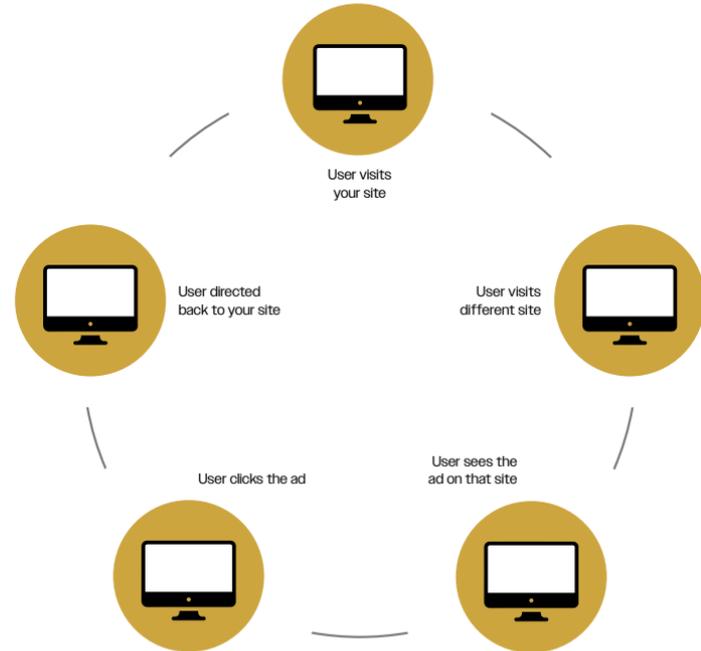
We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions.

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 retailer had been a respected leader in the Jewelry market with 3 locations. Offering both online and offline sales, they focus on high net worth customers. They are the leader in engagement, wedding, and high-end watches.

The Challenge

The retailer was working with another vendor but wanted to boost online exposure, reconnect with valued past customers and increase foot traffic to their 3 locations around the city.

The Plan

By combining behavior, 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:

- Increased new consumer web traffic through programmatic display
- Re-engaged a database of previous consumers with IP Targeting
- Increased overall sales by retargeting valuable site visitors

The Results

- 750K Impressions
- .12% CTR
- 900 Site Visits



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

With the growth of the internet, Consumer research and buying behaviors have increasingly moved toward online. This change in how consumers shop has led many retailers to rethink their marketing budget strategy and allocate more of their marketing budget to online advertising.

“Customers are both online and offline, and retailers need to focus on both. They need to leverage the dynamic online/offline connection...”

Customer Think, “The Dynamics of Buyer Behavior and Retail”

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 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 retailers and see if it might be a good fit for you.

We work with our local / regional retailers to understand how they are reaching their target market to increase web traffic and drive more foot traffic to their store locations.

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

- Are you currently advertising your business online?
- What product do you focus on?
- How do you typically market those products?
- 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
please visit us online at: www.AngelInvestorNetwork.com