



ANGEL

Sales Reps Digital Targeting Strategies for the **Travel 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 25-45
- Gender
- HHI 100K+

Frequently Used Content Targeting Options

- Travel sites
- Cruises
- Beach Vacations

Sample Behavior Targeting Options

- In-Market > Beach Vacation
- In-Market > European Travel
- Intent > Cruise Vacation
- Disposable Income Decile

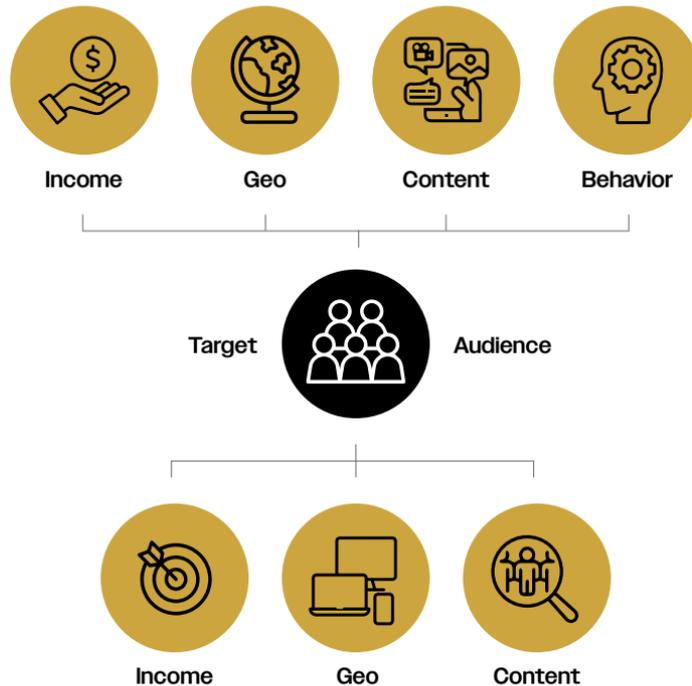
Retargeting

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

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

AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY



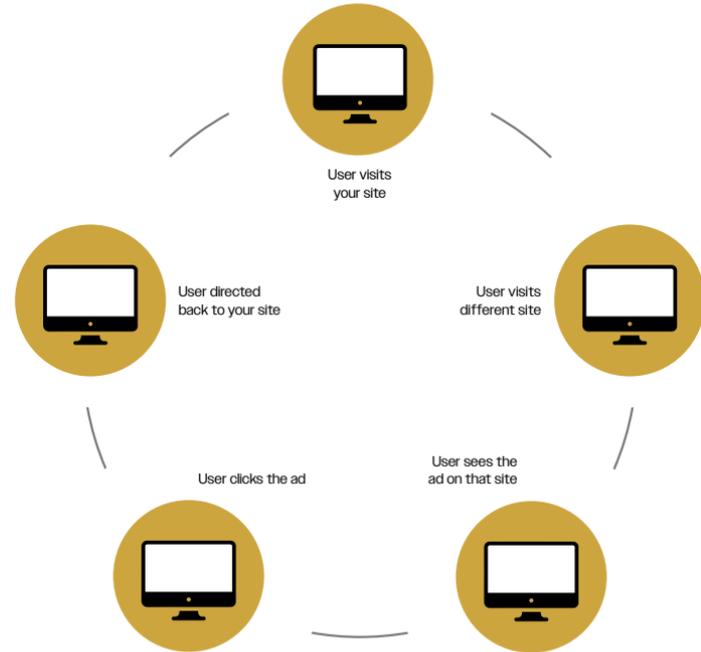
We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions.

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

The largest Casino in the US caters to the NE region, national and international visitors. The resort delivers a full service vacation experience including casino, spa, dining and shows.

The Challenge

Travel and Entertainment decisions are linked to affluence and to the user's online behavior and interests. With over half of the travel and entertainment revenue originating online, the casino needed a fresh digital strategy to reach the consumer at the right time.

The Plan

By combining behavior, content, IP and retargeting, the team was able to reach the client's target / potential high net worth consumers at all stages of the planning process.

The Results

In 12 months, the team accomplished the following:

- Reduced the CPA of each visitor to under \$50
- Increased on-premise dining revenue
- Increased loyalty card purchases from on-premise guests.

The Results

- 1 Million Impressions
- .11% CTR
- 110,000 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

Restaurant dining is a multi billion dollar industry, and with so much competition in the market place, you need to appeal to diners and food lovers who are both currently in market actively searching for your specific type of restaurant, as well as to people who have exhibited behaviors and characteristic profiles that are desirable to advertise to. In addition, mobile consideration is increasing, so ensuring that you have a presence at the zero moment of truth is paramount.

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

As you probably know, our core competency is working with the entertainment, food service, and nightlife industries right here in this market, and we understand what programs our clients are using to drive online reservations, and promoting ongoing specials, and events associated with the restaurant.

By doing so, we can be as efficient with your marketing dollars as possible, and ensure that you have a local digital presence to target all different target profiles no matter where they are in the consideration process. Recently, we were able to create an overarching campaign for a high-end restaurant client who wanted to target people who worked around their location to promote the opening of a new lunch menu, as well as people who lived nearby to promote ongoing specials to mitigate slow days of the week, resulting in increased sales month over month.

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

- Do you have any specials during the week that you'd like to promote? (happy hour, all you can eat, etc.)
- What is your mobile presence like?
- Who are your competitors?
- Do you do any business/event catering?
- What is your lunch business like?
- Do you have any slow days during the week where business can be better?
- How do you measure your digital advertising effectiveness?



ANGEL

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