

# TargetMarketing

Suite of Solutions Reaching The Right Audience



**Our TargetMarketing approach delivers an impactful message, via the most appropriate marketing channel, to the right audience**

- **Who** to target with your messaging is vital to get right. Efforts here dictate the success or failure of your campaigns. We utilize the power of 1,000+ demographic attributes to help find the right audience fast.
- **How** we reach the targeted audience is our next step, ensuring we use the right marketing channels based on cost, geography, date, time, and targeting options.
- **What** we say in our messaging is the final step to ensure we are conveying the right call to action to the target audience. Saying the right thing at the right time with the right tone makes a profound difference in audience engagement.



Target River

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## Big Data + Your Current Data Files = Effective Targeting

- 1,000+ data points to select
- Over 500,000,000 consumers to target and also construct personas with
- Finding similar audiences to your current buyers

## Do We Know \_\_\_\_\_? YES!

Broadcast Television	Cable Television	Radio
Direct Mail	Outdoor	Social
Digital Audio	Email	Search
SEO	Earned Media	Display
Video Pre-roll	Landing Pages	Microsites
Websites	App Development	Voice Broadcast

## CASE EXAMPLES

- Motorcycle Dealership launched TargetMarketing and grows to Top 15 dealer in US
- Largest Elementary School District in California utilizes TargetMarketing to generate over 500 new prospective student leads, resulting in a return on ad spend of 8:1 in 3 months
- Automotive Dealership launched TargetMarketing and continues to have year over year sales increases each and every month

## Icing on the Cake



Increase your advertising ROI by reaching the right people through the right channel with the right message.

Get a free TargetMarketing Assessment Now to see your opportunity today!