

# TargetE-Comm

## World-Class E-Commerce Optimization



### What Makes Us Different?

- Proven Account Managers @ \$15 million + Per Year PPC Ad Spend Management
- Google & Bing Premier Partner Agency
- Top 1% Advertiser on Facebook
- Big Data Campaign Integrator—  
**What does this mean? Accelerated results on measures that matter most to you.**

We deliver proven expertise and industry-leading tools to dramatically boost your e-commerce business. Custom formulated strategies are built to fit your goals and budget, whether you are a start up, mid-market or enterprise e-commerce business.

#### Getting Expectations Right:

We start with Key Performance Indicators (KPIs) and build campaigns that optimize around the results you are aiming for. Examples include Market Share, Cost Per Acquisition, ROAS, Brand Recognition and much more. Once campaign goals are achieved, we work hard to reliably protect and defend them in a dynamic, multi-channel environment.

#### What makes TargetE-Comm a Better Solution?

Target River successfully blends the power of big data targeting with digital marketing expertise. This approach means faster reach, tighter targeting, better economics and more valuable audience acquisitions. We take a multi-faceted and analytics-based approach to campaign optimization, leveraging site behavior, competitive analysis and agnostic disciplines to allocate resources. We move your business measurably forward, measurably faster.

#### Menu of Services:

**SEM:** Shopping Ads (Google, Facebook, YouTube), Search Ads (Google, Bing, Yahoo), Dynamic Ads, Retargeting, Targeted Display, Pandora

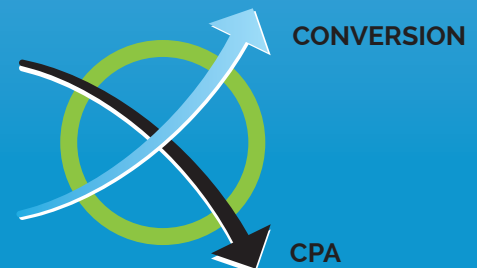
**SEO:** Onsite, Offsite

**Email:** TargetEmail

**Social:** YouTube, Facebook, Instagram

**Marketplace Optimization:** Amazon

**Conversion rate optimization (CRO)**



# TargetE-Comm

Work With Proven Experts With Top E-Commerce Experience



Proflowers, Nike, Trotters, Softwalk, ToeSox, Hilton, Beach Bunny, Alaska Gold, MGP Calper Covers, among others



## The Solution:

Moving the E-Commerce needle with proven industry best practices, personal support and smart strategic planning



## Why TargetE-Comm:

Proven teams at Target River deliver measurable results that scale as you scale. Measurable accelerated results, protected positions, and new scale in profits

## CASE EXAMPLES:

- Cut CPA on international seafood company 75% in PPC channel in 120 days.
- Tripled Conversion Rates of national apparel eTailer with Campaign Optimization.
- Cut eTailer brand traffic costs 75% and increased brand traffic 5X in 120 days.
- Cut cost per room booked from \$25 to \$9 for global hotel chain.
- Increased email campaign reach by 250K emails for footwear eTailer in 11 months.
- Increased Amazon store volume 4X for auto parts company.
- Increased Google Shopping revenue over 25%, nearly a \$1M increase, and reduced CPA 15% versus prior year in a specialty E-Commerce company.

## Icing on the Cake



- Get expert consultation for in-house staff
- Engage Target River to optimize directly
- Receive a Free E-Commerce assessment today

TargetRiver.com