



**GoTarget**

**FOOD AND DRINK**



# Contents

For further product information please click one of the headings below:

[Beers and Ales](#)

[Eating OUT](#)

[Fine Dining](#)

[Food Lovers](#)

[Wine Drinkers](#)



**GoTarget**

**FOOD AND DRINK**

**BEERS AND ALES**

Designed to help you connect to more potential customers, GoTarget Food and Drink: Beers and Ales offers intelligent targeting to help you find in-market prospects who are actively interested in various types of beers and ales.

GoTarget enables you to connect and engage directly with potential customers and showcase your message in front of the right prospects, at the right time and in the right place.

## GOTARGET

### **Awareness and consideration: It's all about prospects**

We display your message to prospects at the awareness and consideration stages of the purchase funnel.

## AWARENESS

### **Prospects interested in beers and ales**

A broad-reach targeted approach allowing us to influence consumer choice, thus maximising opportunity for reach whilst minimising wastage. Build your brand's equity amongst your customer base.

Display advertising creates brand awareness among prospects, growing your pool of potential customers. We help you reach prospects at large scale, displaying your organisation to people who do not know you.

## CONSIDERATION

### **Prospects actively looking for beers and ales**

We place your ads in front of prospects that are reading and researching into beers and ales and related content. This allows you to target prospects that are in-market with highly relevant advertising messages.

We create touch points between prospects and your brand. These touch points establish a connection with your brand, they build your brand's recall among prospects in market and helps influence their purchasing decisions.

putting your message in front of the right audience; reaching new and in-market prospects



## TARGETING PROSPECTS WITH A POTENTIAL NEED FOR BEERS AND ALE-RELATED SERVICES

## TARGETING PROSPECTS AT COUNTY LEVEL

## REACHING PROSPECTS WHO ARE ACTIVELY SEARCHING FOR YOUR SERVICES ONLINE

## REACHING PROSPECTS AS THEY VIEW CONTENT RELEVANT TO YOUR SERVICES

### **Making sure your ads are seen by prospects who are potentially interested in your services**

Prospects reveal what they are interested in by the sites that they visit, the product pages that they visit and the responses given to specially formulated quizzes. We use this information to build a picture of your potential customer base.



### **Making sure your ads are seen by prospects that live in your chosen area.**

Using our collected data, we identify potential customers at county and city/town level, ensuring that you target prospects inhabiting your chosen geography.



### **Placing your ads in front of prospects who want your services and are in-market now**

As prospects perform searches and consume beers and ale-related content across the web, we collect data associated with those searches. Based on the keywords, we showcase your ads to those who have performed relevant searches. We will build and optimise the keyword list in collaboration with you to ensure audience optimisation on a bespoke level.



### **Putting your message in front of prospects at the right time**

As prospects browse the web, consuming beers and ale-related content; we collect data associated with that content. Based on the keywords and/or the categories of the content searched for, we will showcase your ads to those who are already engaging with relevant topics, based on their online footprint.





**GoRetarget**

# putting your message in front of prospects who want you

GoRetarget helps you convert newly acquired prospects into customers. Prospects may visit your store, drive past or visit your website – and fail to convert. GoRetarget helps you reach these prospects with messaging to help convert them.



## SITE RETARGETING

### **Reconnecting with those prospects who have already visited your site**

We will retarget those prospects that have visited your website and left without taking any further action. Unfortunately, 97% of site visitors will leave without taking action. Therefore, we show them your ads on the majority of sites that they visit (including Facebook) as they browse the rest of the internet, thus reminding them of your brand and encouraging them to come back when they are ready to buy.



## GEOFENCING

### **Reconnect with prospects after they have visited you**

We will draw a specific geographical boundary (or multiple boundaries) around your service area called a geofence. We will target prospects within this area using specific ads within 15 seconds of them entering the fence and continue to do so for up to 30 days after they have left the geofence.





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**FOOD AND DRINK**

**EATING OUT**

Designed to help you connect to more potential customers, GoTarget Food and Drink: Eating Out offers intelligent targeting to help you find in-market prospects who are actively interested in various types of restaurants and cafes.

GoTarget enables you to connect and engage directly with potential customers and showcase your message in front of the right prospects, at the right time and in the right place.

## GOTARGET

### **Awareness and consideration: It's all about prospects**

We display your message to prospects at the awareness and consideration stages of the purchase funnel.

## AWARENESS

### **Prospects interested in eating out**

A broad-reach targeted approach allowing us to influence consumer choice, thus maximising opportunity for reach whilst minimising wastage. Build your brand's equity amongst your customer base.

Display advertising creates brand awareness among prospects, growing your pool of potential customers. We help you reach prospects at large scale, displaying your organisation to people who do not know you.

## CONSIDERATION

### **Prospects actively looking for places to eat out**

We place your ads in front of prospects that are reading and researching into eating out, restaurants and related content. This allows you to target prospects that are in-market with highly relevant advertising messages.

We create touch points between prospects and your brand. These touch points establish a connection with your brand, they build your brand's recall among prospects in market and helps influence their purchasing decisions.

putting your message in front of the right audience; reaching new and in-market prospects



## TARGETING PROSPECTS WITH A POTENTIAL NEED FOR DINING OUT-RELATED SERVICES

## TARGETING PROSPECTS AT COUNTY LEVEL

## REACHING PROSPECTS WHO ARE ACTIVELY SEARCHING FOR YOUR SERVICES ONLINE

## REACHING PROSPECTS AS THEY VIEW CONTENT RELEVANT TO YOUR SERVICES

### **Making sure your ads are seen by prospects who are potentially interested in your services**

Prospects reveal what they are interested in by the sites that they visit, the product pages that they visit and the responses given to specially formulated quizzes. We use this information to build a picture of your potential customer base.



### **Making sure your ads are seen by prospects that live in your chosen area.**

Using our collected data, we identify potential customers at county and city/town level, ensuring that you target prospects inhabiting your chosen geography.



### **Placing your ads in front of prospects who want your services and are in-market now**

As prospects perform searches and consume dining out-related content across the web, we collect data associated with those searches. Based on the keywords, we showcase your ads to those who have performed relevant searches. We will build and optimise the keyword list in collaboration with you to ensure audience optimisation on a bespoke level.



### **Putting your message in front of prospects at the right time**

As prospects browse the web, consuming dining out-related content; we collect data associated with that content. Based on the keywords and/or the categories of the content searched for, we will showcase your ads to those who are already engaging with relevant topics, based on their online footprint.

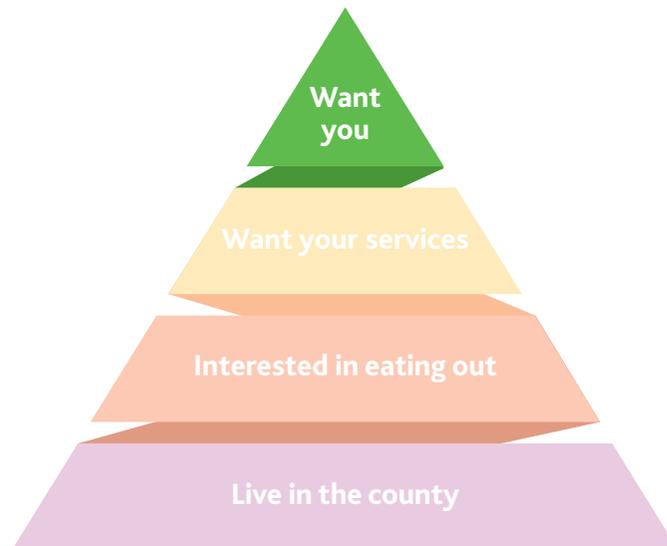




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**FOOD AND DRINK**

**FINE DINING**

Designed to help you connect to more potential customers, GoTarget Food and Drink: Fine Dining offers intelligent targeting to help you find in-market prospects who are actively interested in fine dining and fine restaurants.

GoTarget enables you to connect and engage directly with potential customers and showcase your message in front of the right prospects, at the right time and in the right place.

## GOTARGET

### **Awareness and consideration: It's all about prospects**

We display your message to prospects at the awareness and consideration stages of the purchase funnel.

## AWARENESS

### **Prospects interested in fine dining**

A broad-reach targeted approach allowing us to influence consumer choice, thus maximising opportunity for reach whilst minimising wastage. Build your brand's equity amongst your customer base.

Display advertising creates brand awareness among prospects, growing your pool of potential customers. We help you reach prospects at large scale, displaying your organisation to people who do not know you.

## CONSIDERATION

### **Prospects actively looking for fine dining**

We place your ads in front of prospects that are reading and researching into fine dining and related content. This allows you to target prospects that are in-market with highly relevant advertising messages.

We create touch points between prospects and your brand. These touch points establish a connection with your brand, they build your brand's recall among prospects in market and helps influence their purchasing decisions.

putting your message in front of the right audience; reaching new and in-market prospects



## TARGETING PROSPECTS WITH A POTENTIAL NEED FOR FINE DINING-RELATED SERVICES

## TARGETING PROSPECTS AT COUNTY LEVEL

## REACHING PROSPECTS WHO ARE ACTIVELY SEARCHING FOR YOUR SERVICES ONLINE

## REACHING PROSPECTS AS THEY VIEW CONTENT RELEVANT TO YOUR SERVICES

### **Making sure your ads are seen by prospects who are potentially interested in your services**

Prospects reveal what they are interested in by the sites that they visit, the product pages that they visit and the responses given to specially formulated quizzes. We use this information to build a picture of your potential customer base.



### **Making sure your ads are seen by prospects that live in your chosen area.**

Using our collected data, we identify potential customers at county and city/town level, ensuring that you target prospects inhabiting your chosen geography.



### **Placing your ads in front of prospects who want your services and are in-market now**

As prospects perform searches and consume fine dining-related content across the web, we collect data associated with those searches. Based on the keywords, we showcase your ads to those who have performed relevant searches. We will build and optimise the keyword list in collaboration with you to ensure audience optimisation on a bespoke level.



### **Putting your message in front of prospects at the right time**

As prospects browse the web, consuming fine dining-related content; we collect data associated with that content. Based on the keywords and/or the categories of the content searched for, we will showcase your ads to those who are already engaging with relevant topics, based on their online footprint.





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## GEOFENCING

### **Reconnect with prospects after they have visited you**

We will draw a specific geographical boundary (or multiple boundaries) around your service area called a geofence. We will target prospects within this area using specific ads within 15 seconds of them entering the fence and continue to do so for up to 30 days after they have left the geofence.





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**FOOD AND DRINK**

**FOOD LOVERS**

Designed to help you connect to more potential customers, GoTarget Food and Drink: Food Lovers offers intelligent targeting to help you find in-market prospects who are actively interested in various types of food and dining experiences.

GoTarget enables you to connect and engage directly with potential customers and showcase your message in front of the right prospects, at the right time and in the right place.

## GOTARGET

### **Awareness and consideration: It's all about prospects**

We display your message to prospects at the awareness and consideration stages of the purchase funnel.

## AWARENESS

### **Prospects interested in food and cuisine**

A broad-reach targeted approach allowing us to influence consumer choice, thus maximising opportunity for reach whilst minimising wastage. Build your brand's equity amongst your customer base.

Display advertising creates brand awareness among prospects, growing your pool of potential customers. We help you reach prospects at large scale, displaying your organisation to people who do not know you.

## CONSIDERATION

### **Prospects actively looking for new foods, food experiences and cuisine**

We place your ads in front of prospects that are reading and researching into food-related content. This allows you to target prospects that are in-market with highly relevant advertising messages.

We create touch points between prospects and your brand. These touch points establish a connection with your brand, they build your brand's recall among prospects in market and helps influence their purchasing decisions.

putting your message in front of the right audience; reaching new and in-market prospects



**TARGETING PROSPECTS WITH A POTENTIAL NEED FOR NICHE FOOD, DINING AND NEW CUISINE-RELATED SERVICES**

**TARGETING PROSPECTS AT COUNTY LEVEL**

**REACHING PROSPECTS WHO ARE ACTIVELY SEARCHING FOR YOUR SERVICES ONLINE**

**REACHING PROSPECTS AS THEY VIEW CONTENT RELEVANT TO YOUR SERVICES**

**Making sure your ads are seen by prospects who are potentially interested in your services**

Prospects reveal what they are interested in by the sites that they visit, the product pages that they visit and the responses given to specially formulated quizzes. We use this information to build a picture of your potential customer base.



**Making sure your ads are seen by prospects that live in your chosen area.**

Using our collected data, we identify potential customers at county and city/town level, ensuring that you target prospects inhabiting your chosen geography.



**Placing your ads in front of prospects who want your services and are in-market now**

As prospects perform searches and consume food-related content across the web, we collect data associated with those searches. Based on the keywords, we showcase your ads to those who have performed relevant searches. We will build and optimise the keyword list in collaboration with you to ensure audience optimisation on a bespoke level.



**Putting your message in front of prospects at the right time**

As prospects browse the web, consuming food-related content; we collect data associated with that content. Based on the keywords and/or the categories of the content searched for, we will showcase your ads to those who are already engaging with relevant topics, based on their online footprint.





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**FOOD AND DRINK**

**WINE DRINKERS**

Designed to help you connect to more potential customers, GoTarget Food and Drink: Wine Drinkers offers intelligent targeting to help you find in-market prospects who are actively interested in various types of wine.

GoTarget enables you to connect and engage directly with potential customers and showcase your message in front of the right prospects, at the right time and in the right place.

## GOTARGET

### **Awareness and consideration: It's all about prospects**

We display your message to prospects at the awareness and consideration stages of the purchase funnel.

## AWARENESS

### **Prospects interested in wine**

A broad-reach targeted approach allowing us to influence consumer choice, thus maximising opportunity for reach whilst minimising wastage. Build your brand's equity amongst your customer base.

Display advertising creates brand awareness among prospects, growing your pool of potential customers. We help you reach prospects at large scale, displaying your organisation to people who do not know you.

## CONSIDERATION

### **Prospects actively looking to buy wine**

We place your ads in front of prospects that are reading and researching into wine-related content. This allows you to target prospects that are in-market with highly relevant advertising messages.

We create touch points between prospects and your brand. These touch points establish a connection with your brand, they build your brand's recall among prospects in market and helps influence their purchasing decisions.

putting your message in front of the right audience; reaching new and in-market prospects



## TARGETING PROSPECTS WITH A POTENTIAL NEED FOR WINE-RELATED SERVICES

## TARGETING PROSPECTS AT COUNTY LEVEL

## REACHING PROSPECTS WHO ARE ACTIVELY SEARCHING FOR YOUR SERVICES ONLINE

## REACHING PROSPECTS AS THEY VIEW CONTENT RELEVANT TO YOUR SERVICES

### **Making sure your ads are seen by prospects who are potentially interested in your services**

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### **Making sure your ads are seen by prospects that live in your chosen area.**

Using our collected data, we identify potential customers at county and city/town level, ensuring that you target prospects inhabiting your chosen geography.



### **Placing your ads in front of prospects who want your services and are in-market now**

As prospects perform searches and consume wine-related content across the web, we collect data associated with those searches. Based on the keywords, we showcase your ads to those who have performed relevant searches. We will build and optimise the keyword list in collaboration with you to ensure audience optimisation on a bespoke level.



### **Putting your message in front of prospects at the right time**

As prospects browse the web, consuming wine-related content; we collect data associated with that content. Based on the keywords and/or the categories of the content searched for, we will showcase your ads to those who are already engaging with relevant topics, based on their online footprint.





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