



GoTarget

HOMEOWNERS



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GoTarget

HOMEOWNERS

**GARDEN AND OUTDOOR
LIVING**

Designed to help you connect to more potential customers, GoTarget Homeowners: Garden and Outdoor Living offers intelligent targeting to help you find in-market prospects who are actively interested in various types of garden and outdoor living products and services.

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 garden and outdoor living

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 garden and outdoor living products and services

We place your ads in front of prospects that are reading and researching into garden and outdoor living 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 GARDEN AND OUTDOOR LIVING-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 garden and outdoor living-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 garden and outdoor living-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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HOMEOWNERS

HOME IMPROVEMENT

Designed to help you connect to more potential customers, GoTarget Homeowners: Home Improvement offers intelligent targeting to help you find in-market prospects who are actively interested in various types of home improvement.

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 home improvement

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 home improvement products and services

We place your ads in front of prospects that are reading and researching into home improvement 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 HOME IMPROVEMENT 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 home improvement-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

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HOMEOWNERS

HOMEWARE

Designed to help you connect to more potential customers, GoTarget Homeowners: Homeware offers intelligent targeting to help you find in-market prospects who are actively interested in various types of homeware including; lighting, bathroom and kitchen products.

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 homeware

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 homeware-related products and services

We place your ads in front of prospects that are reading and researching into homeware 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 HOMEWARE-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 homeware-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

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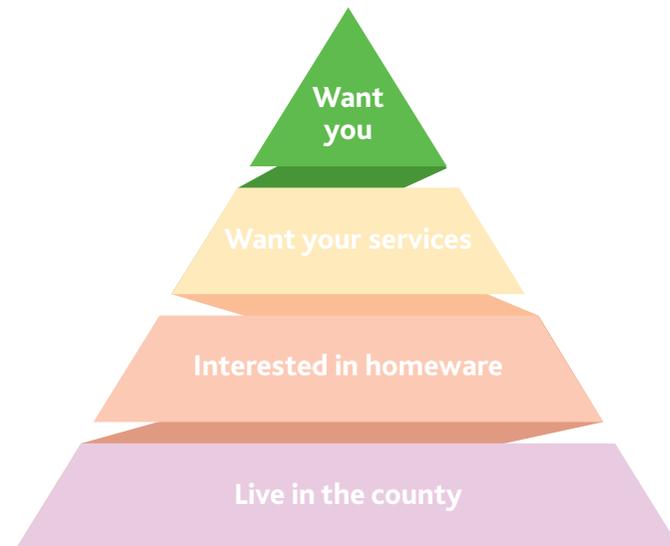




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SITE RETARGETING

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GEOFENCING

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HOMEOWNERS

INTERIORS

Designed to help you connect to more potential customers, GoTarget Homeowners: Interiors offers intelligent targeting to help you find in-market prospects who are actively interested in various types of interiors including; décor, furniture and soft furnishings.

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 interiors

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 interior related products and services

We place your ads in front of prospects that are reading and researching into interiors 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 INTERIOR-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 interior-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 interior-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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HOMEOWNERS

MAINTENANCE

Designed to help you connect to more potential customers, GoTarget Homeowners: Maintenance offers intelligent targeting to help you find in-market prospects who are actively interested in various types of home maintenance.

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 home maintenance

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 home maintenance products and services

We place your ads in front of prospects that are reading and researching into home maintenance 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 MAINTENANCE-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 maintenance-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 maintenance-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.

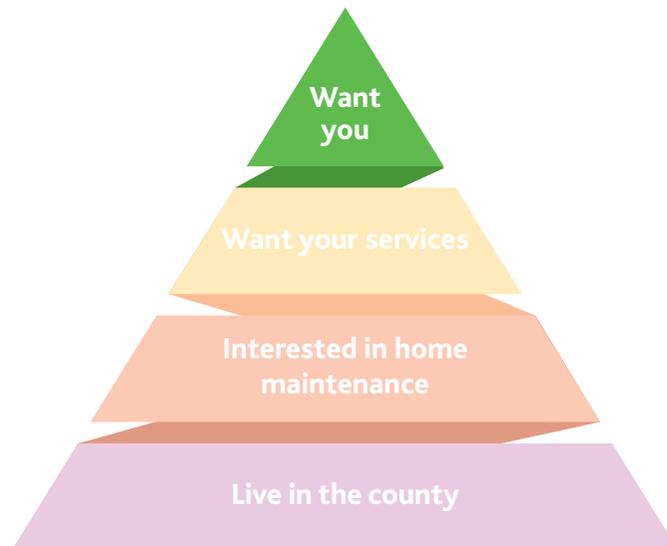




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GEOFENCING

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HOMEOWNERS

RENEWABLE ENERGY

Designed to help you connect to more potential customers, GoTarget Homeowners: Renewable Energy offers intelligent targeting to help you find in-market prospects that are looking for renewable energy products for the home, such as solar power, biomass heating and other relevant products and related services.

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 renewable energy products and related services

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.

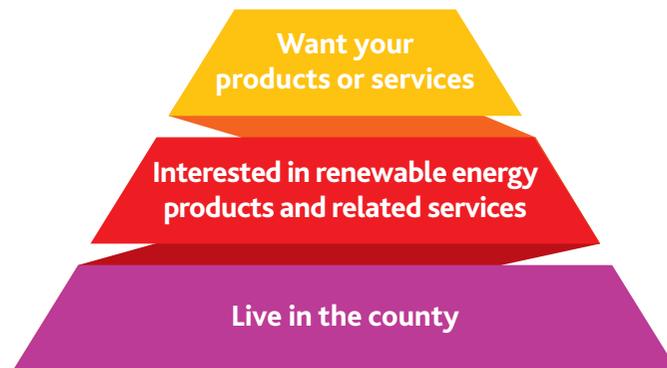
CONSIDERATION

Prospects actively looking for renewable energy products and related services

We place your ads in front of prospects that are reading and researching into renewable energy 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 RENEWABLE ENERGY PRODUCTS AND 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 renewable energy-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 renewable energy-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.

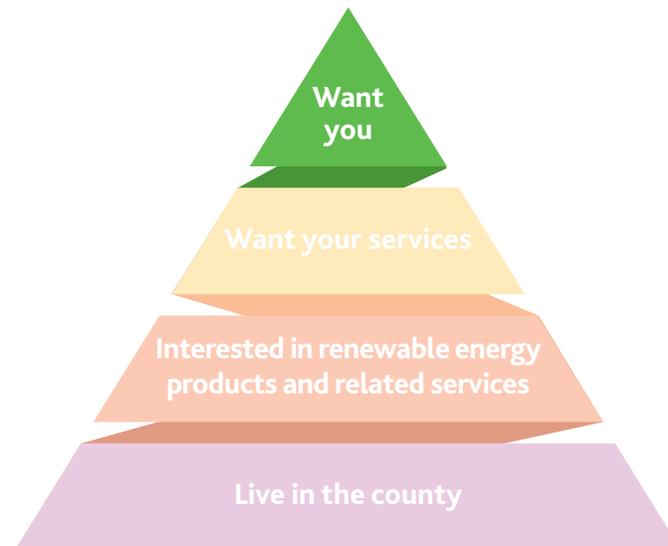




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GoTarget

HOMEOWNERS

HOME OWNERSHIP

Designed to help you connect to more potential customers, GoTarget Homeowners: Home Ownership offers intelligent targeting to help you find in-market prospects, matching your chosen demographic profile who are actively interested in your products.

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 your products

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 your products

We place your ads in front of prospects that are reading and researching into your products 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 YOUR PRODUCTS AND 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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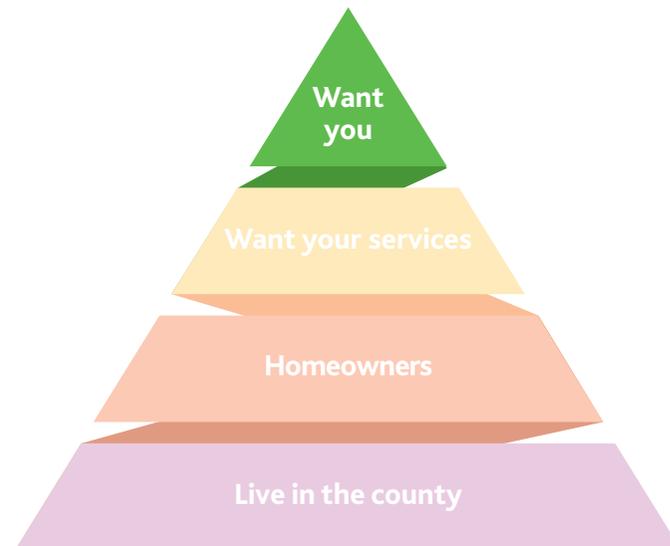




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