



GoTarget

TOURISTS



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GoTarget

TOURISTS

ADVENTURE HOLIDAYS

Designed to help you connect to more potential customers, GoTarget Tourists: Adventure Holidays offers intelligent targeting to help you find in-market prospects who are actively interested in various types of adventure holidays and related 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 adventure holidays

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 adventure holiday related products and services

We place your ads in front of prospects that are reading and researching into adventure holidays 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 ADVENTURE HOLIDAY-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 adventure holiday-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 adventure holiday-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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TOURISTS

CAMPERS AND CARAVANERS

Designed to help you connect to more potential customers, GoTarget Tourists: Campers and Caravaners offers intelligent targeting to help you find in-market prospects who are actively interested in various types of camping and caravan holidays.

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 camping and caravanning

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 camping/caravanning related holidays, products and services

We place your ads in front of prospects that are reading and researching into camping and caravanning-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 CAMPER AND CARAVANER-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 camper and caravaner-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 camper and caravaner-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

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TOURISTS

CULTURE

Designed to help you connect to more potential customers, GoTarget Tourists: Culture offers intelligent targeting to help you find in-market prospects who are actively interested in various types of culture and related 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 culture

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 culture related products and services

We place your ads in front of prospects that are reading and researching into culture 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 CULTURE-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 culture-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 culture-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.



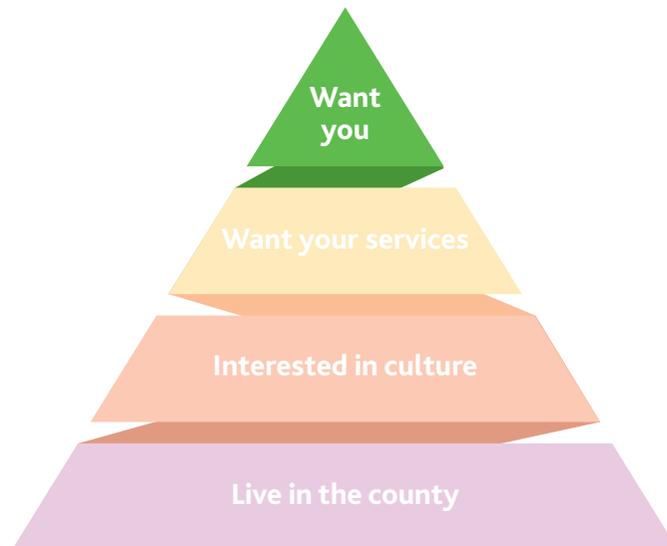


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putting your message in front of prospects who want you

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SITE RETARGETING

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GEOFENCING

Reconnect with prospects after they have visited you

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TOURISTS

DAYS OUT

Designed to help you connect to more potential customers, GoTarget Tourists: Days Out offers intelligent targeting to help you find in-market prospects who are actively interested in various types of days out.

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 days 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 days out and related experiences

We place your ads in front of prospects that are reading and researching into days out 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 DAYS 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 days 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 days 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.



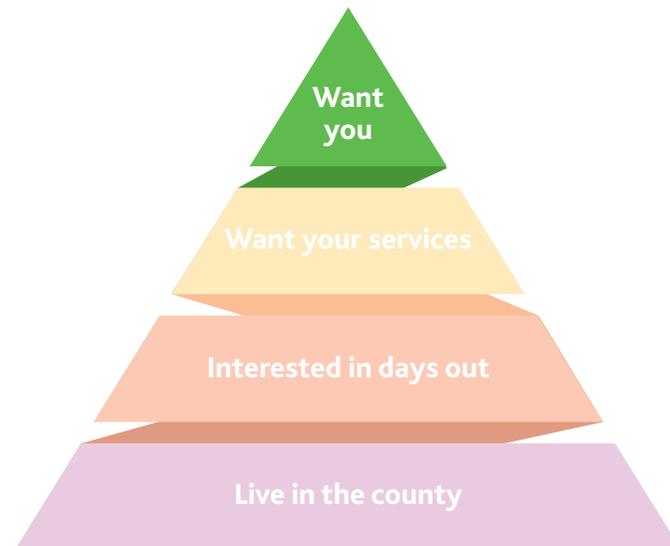


GoRetarget



putting your message in front of prospects who want you

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SITE RETARGETING

Reconnecting with those prospects who have already visited your site

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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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TOURISTS

DOMESTIC HOLIDAYS

Designed to help you connect to more potential customers, GoTarget Tourists: Domestic Holidays offers intelligent targeting to help you find in-market prospects who are actively interested in various types of domestic holidays.

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 domestic holidays

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 domestic holidays

We place your ads in front of prospects that are reading and researching into domestic holidays 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 DOMESTIC HOLIDAY-
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 domestic holiday-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 domestic holiday-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.



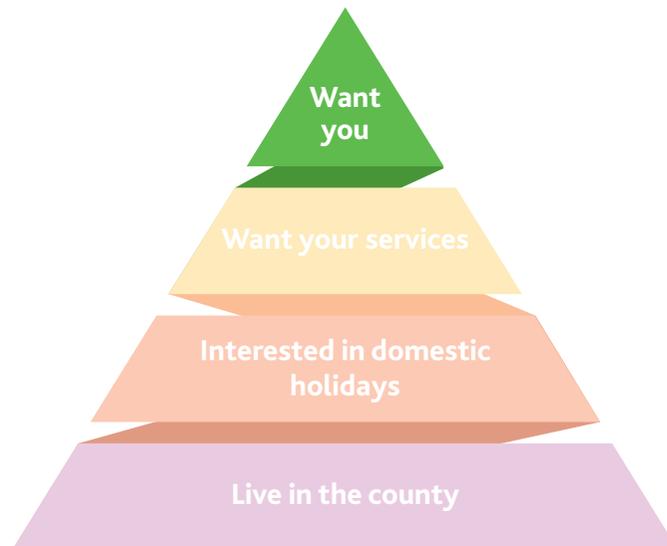


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putting your message in front of prospects who want you

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SITE RETARGETING

Reconnecting with those prospects who have already visited your site

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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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TOURISTS

FAMILY DAYS OUT
(WITH CHILDREN 0-10)

Designed to help you connect to more potential customers, GoTarget Tourists: Family Days Out (with children 0-10) offers intelligent targeting to help you find in-market prospects who are actively interested in various types of family days out with children.

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 family days out with children

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 family days out with children

We place your ads in front of prospects that are reading and researching into family days out 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 FAMILY DAYS 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 family days 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 family days 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.



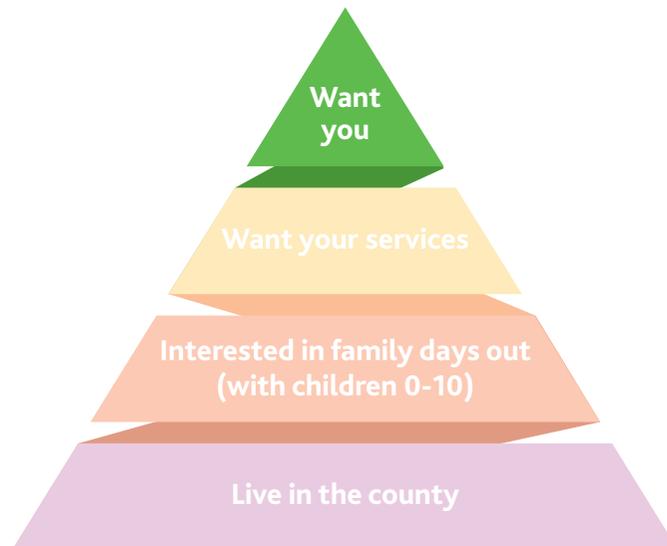


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TOURISTS

FAMILY DAYS OUT
(WITH CHILDREN 11-17)

Designed to help you connect to more potential customers, GoTarget Tourists: Family Days Out (with children 11-17) offers intelligent targeting to help you find in-market prospects who are actively interested in various types of family days out with children.

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 family days out with children

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 family days out with children

We place your ads in front of prospects that are reading and researching into family days out 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 FAMILY DAYS OUT-
RELATED SERVICES

TARGETING PROSPECTS AT
COUNTY LEVEL

REACHING PROSPECTS WHO
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FOR YOUR SERVICES ONLINE

REACHING PROSPECTS AS
THEY VIEW CONTENT
RELEVANT TO YOUR SERVICES

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

As prospects perform searches and consume family days 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.



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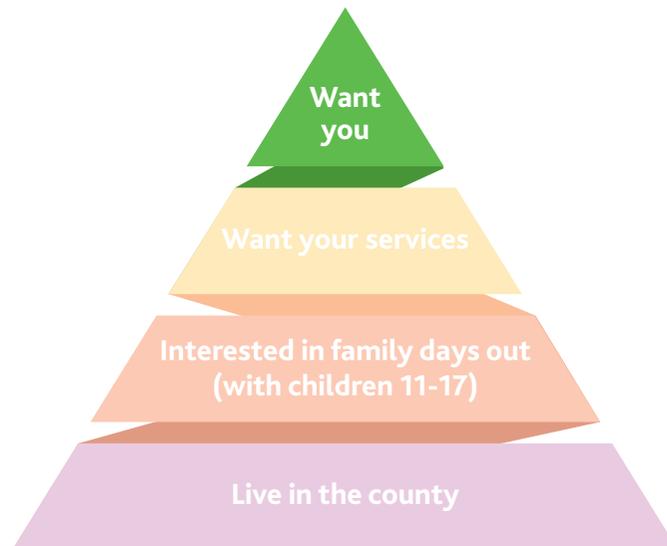


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GOTARGET

Awareness and consideration: It's all about prospects

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AWARENESS

Prospects interested in family days 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 family days out and related experiences

We place your ads in front of prospects that are reading and researching into family days out 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.

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TARGETING PROSPECTS
WITH A POTENTIAL NEED
FOR FAMILY DAYS OUT-
RELATED SERVICES

TARGETING PROSPECTS AT
COUNTY LEVEL

REACHING PROSPECTS WHO
ARE ACTIVELY SEARCHING
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REACHING PROSPECTS AS
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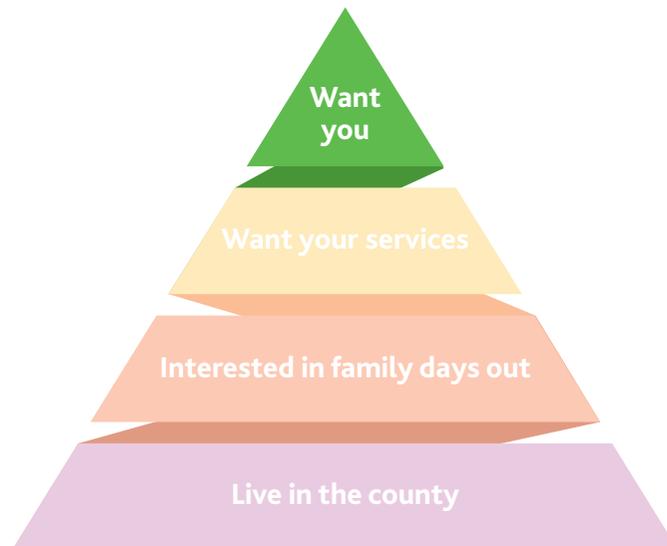


GoRetarget



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.





GoTarget



GoRetarget



GoTarget

TOURISTS

HOTELS AND B&B

Designed to help you connect to more potential customers, GoTarget Tourists: Hotels and B&B offers intelligent targeting to help you find in-market prospects who are actively interested in hotels and B&Bs.

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 hotels and B&Bs

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 hotels and B&Bs

We place your ads in front of prospects that are reading and researching into hotels and B&Bs 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 HOTEL AND B&B-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 hotel and B&B-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 hotel and B&B-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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TOURISTS

**INTERNATIONAL
HOLIDAYS**

Designed to help you connect to more potential customers, GoTarget Tourists: International Holidays offers intelligent targeting to help you find in-market prospects who are actively interested in various types of international holidays.

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 international holidays

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 international holidays

We place your ads in front of prospects that are reading and researching into international holidays 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
INTERNATIONAL HOLIDAY-
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 international holiday-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 international holiday-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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TOURISTS

NIGHTLIFE

Designed to help you connect to more potential customers, GoTarget Tourists: Nightlife offers intelligent targeting to help you find in-market prospects who are actively interested in various types of nightlife.

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 nightlife

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 nightlife and related experiences

We place your ads in front of prospects that are reading and researching into nightlife 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 NIGHTLIFE-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 nightlife-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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GoTarget

TRAVEL

BUSINESS

Designed to help you connect to more potential customers, GoTarget Travel: Business offers intelligent targeting to help you find in-market prospects who are actively interested in various types of business travel.

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 business travel

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 business travel related products and services

We place your ads in front of prospects that are reading and researching into business travel 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 BUSINESS TRAVEL-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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