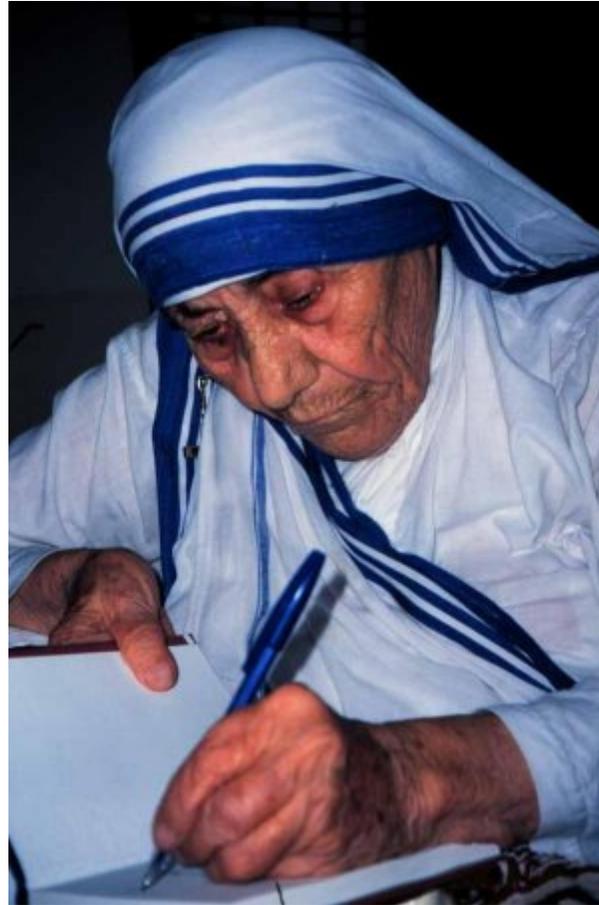


Target your consumer down to every left handed nun in your city.  
Targeting at its finest.



Beth O'Daniel  
ROAR Advertising  
502-439-7633  
RoarAdv@gmail.com



# W 35-64



*Family*  
**Reunion**



demographic

behavioral

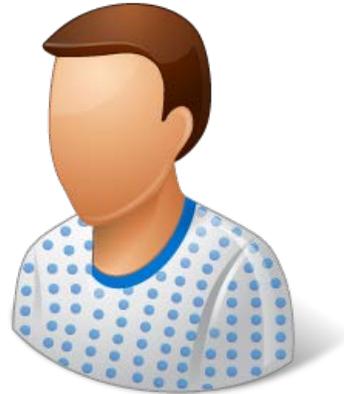
geographic

psychographic

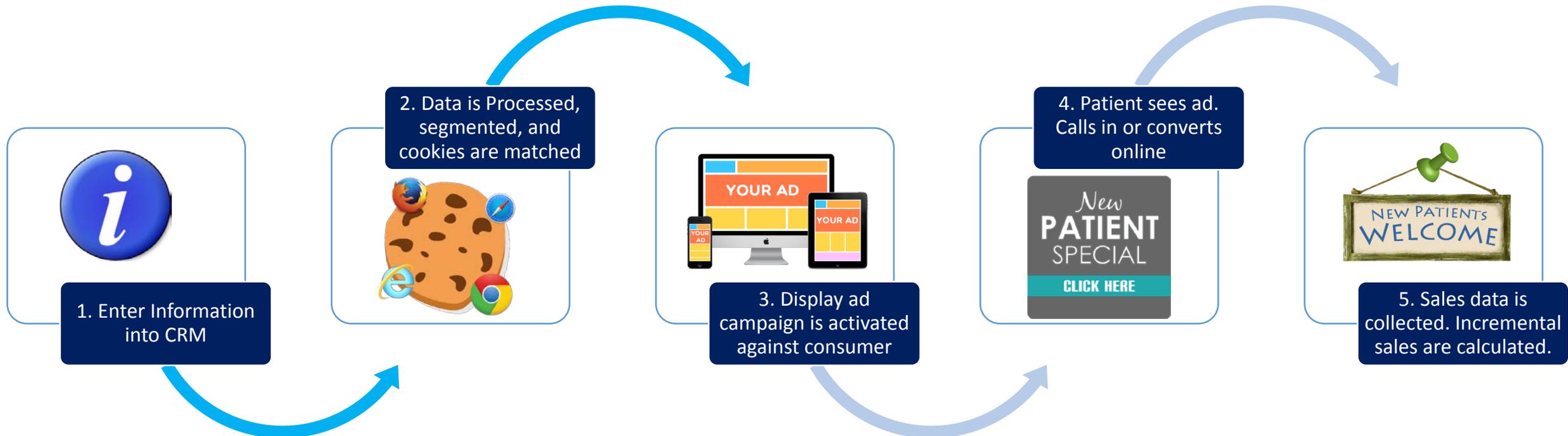
market  
segmentation

# CREATE CONSUMER PERSONAS

## FIRST PARTY DATA

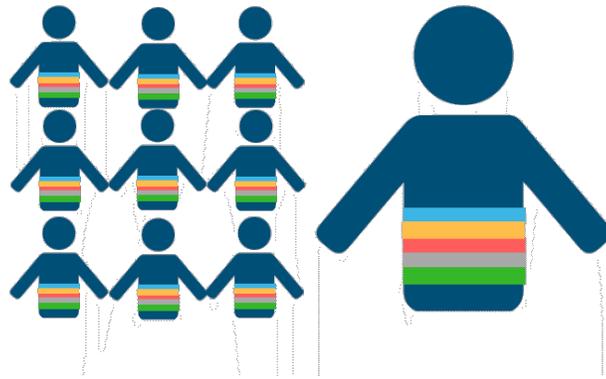


Show ads to your patients based on your own data. Increase **brand awareness** and **drive performance**



# CREATE CONSUMER PERSONAS

## LOOK-ALIKE MODELING



Save money by **targeting** only the people who are likely to become **patients**.

### 1. CREATE YOUR CONSUMER PERSONA

- This might be people who make frequent your website often, or a group that has been a rich source of subscriptions to your newsletter.

### 2. LOOK-ALIKE MODELING

- Enhance your consumer persona with added attributes. This data is analyzed against the data provider's total audience to identify a larger number of people who 'look like' your consumer persona. All the data is tied back to a real person in an anonymized way.

### 3. SEE RESULTS

- It results in double or even triple the result of standard targeting according to advertisers using this tactic.

# CREATE CONSUMER PERSONAS

## THIRD PARTY DATA



Partner with companies who use online and offline data to determine a consumer's online profile.



# PERSONA 1



Patty the Patient

52%  
are female

52%  
Are ages 18-49

51%  
Have an income  
under \$50K

20%  
Have a college  
degree

63%  
Enjoy outdoor  
activities

25%  
Spend over \$500  
a year online

### Media habits

81% have watched cable  
this week

51% spend over 5 hours  
or more online each week

60% on average have  
watched broadcast this week

74% shop around before  
making a purchase and 72%  
say price is more important  
than brand

### Popular Networks:

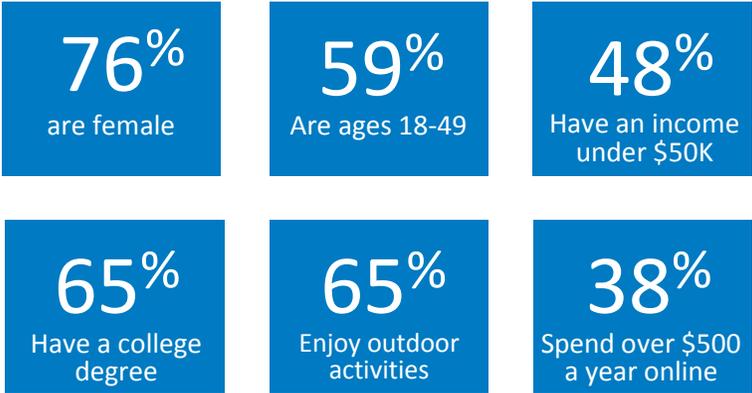


Source: Nielsen Scarborough, Louisville, KY, Ap15-Ap16; Base: Total Adults 18+; Profiling someone who has used a hospital in the past 3 years. Extrapolated by Cable Qual.

# PERSONA 2



Tonya the Tech



### Media habits

86% have watched cable this week

59% spend over 5 hours or more online each week

57% on average have watched broadcast this week

81% shop around before making a purchase and 74% say price is more important than brand

### Popular Networks:



Source: Nielsen Scarborough, Louisville, KY, Ap15-Ap16; Base: Total Adults 18+; Profiling someone who works in healthcare as a practitioner or technician. Extrapolated by Cable Qual.

# PERSONA 3



sally the staffer

83%  
are female

66%  
Are ages 18-49

55%  
Have an income  
under \$50K

16%  
Have a college  
degree

70%  
Enjoy outdoor  
activities

21%  
Spend over \$500  
a year online

### Media habits

86% have watched cable  
this week

59% spend over 5 hours  
or more online each week

59% on average have  
watched broadcast this week

81% shop around before  
making a purchase and 79%  
say price is more important  
than brand

### Popular Networks:

ESPN

H  
HISTORY

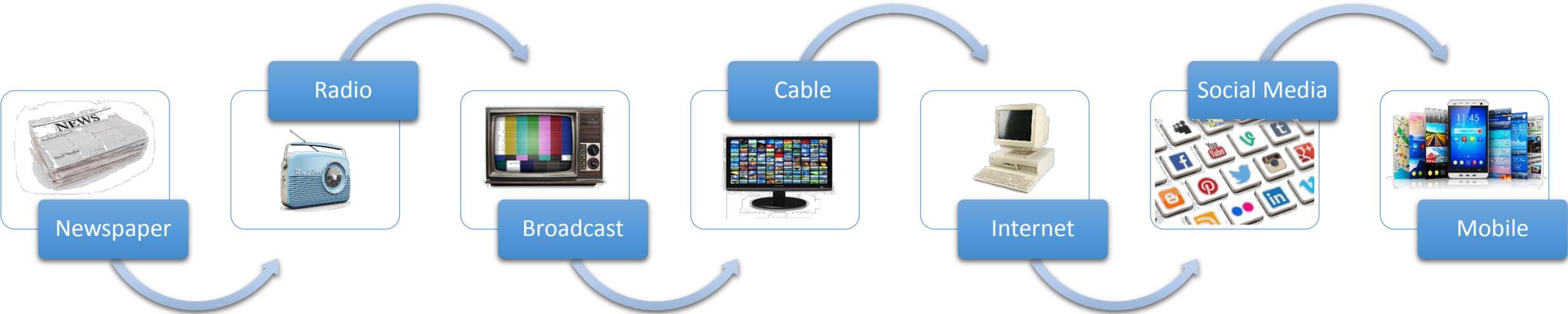


FREEFORM CNN

Source: Nielsen Scarborough, Louisville, KY, Ap15-Ap16; Base: Total Adults 18+; Profiling someone who works in a hospital in an administrative or support role. Extrapolated by Cable Qual.



# The Evolution of Media



# Platforms for Targeting: Static Banner Ads

The image shows a screenshot of the Courier-Journal website. The top navigation bar includes the logo, a search bar, and a "SUBSCRIBE NOW FOR LIMITED TIME OFFERS" button. Below the navigation bar is a secondary banner for "DERBY DECADENCE | April. 18" and "LOUISVILLE STORYTELLERS PROJECT GET TICKETS". The main content area features a large article titled "Pitino atop list of highest-paid NCAA Tourney coaches" with a sub-headline "AP ranks Kentucky No. 1 program of all time". To the right of this article is a list of other news items. A static banner ad for "Louisville Laser MED SPA" is overlaid on the right side of the page, featuring the text "CLIENT APPRECIATION SALE!" and "55% OFF LASER HAIR REMOVAL (lowest prices ever!)". The ad also includes a "LEARN MORE" button and a small disclaimer at the bottom.

**courier-journal**  
PART OF THE USA TODAY NETWORK

Search

SUBSCRIBE NOW FOR LIMITED TIME OFFERS

HOME NEWS SPORTS LIFE ENTERTAINMENT OPINION OBITUARIES Xtras HOMES ARCHIVES USA TODAY PHOTOS-VIDEOS MORE

DERBY DECADENCE | April. 18 LOUISVILLE STORYTELLERS PROJECT GET TICKETS

**SPORTS** **CARDINALS**

U of L Cardinals  
UK Wildcats  
IU Hoosiers  
Recruiting  
Courier-Journal Sports Awards  
Kentucky HS  
Indiana HS  
Horse Racing  
Louisville City FC  
Bats Baseball

**Pitino atop list of highest-paid NCAA Tourney coaches**

AP ranks Kentucky No. 1 program of all time  
Report: NCAA official received death threats  
Calipari leads tourney coaches in school pay  
Pitino breaks own record for outside income  
UK's McDonald's All-Americans: 3 things to know  
Who's starting on UofL's O-line this spring?  
Sullivan | Man o' War still in running for...  
LouCity's O'Connor faces homecoming in Orlando  
U of L spring observations: Bonafon shines

**Louisville Laser MED SPA**

**CLIENT APPRECIATION SALE!**

**55% OFF LASER HAIR REMOVAL**  
(lowest prices ever!)

**LEARN MORE**

\*Autumes vary, so will result. Offer cannot be combined with other discounts or coupons. Offer expires March 31st.

Gonzaga Will Win It All | Don't Mess With Seth  
Campus Insiders | 02:27

Dana Altman Deserves More Love  
Campus Insiders | 01:33

Final Four New Blood: Longest Droughts Still In Tact  
Campus Insiders | 00:52

# Platforms for Targeting: Social Media

 **Night Nation Run** Static Like Page  
Sponsored · 🌐

\$29.99 Early Bird Tickets to NIGHT NATION RUN - LOUISVILLE. Price increases Wednesday at Midnight. Don't miss out. Buy now!



**Night Nation Run - Louisville**  
The world's first Running Music Festival. Live DJs on course followed by an epic after-party you'll never forget. Run with the Night Nation. Sign up today!

NIGHTNATIONRUN.COM Sign Up

👍❤️👹 388 76 Comments 217 Shares

👍 Like 💬 Comment ➦ Share

 **MealEnders** Video Close  
Sponsored · 🌐

AS SEEN ON SHARK TANK--One 15 calorie MealEnder can conquer the urge to overeat or over-snack.



**Put An End to Overeating**  
MealEnders are taste-bud scintillating 15-calorie lozenges you can take anywhere, anytime to satisfy cravings and help you stop eating with no drugs or stimulants. Availa...

MEALENDERS.COM Learn More

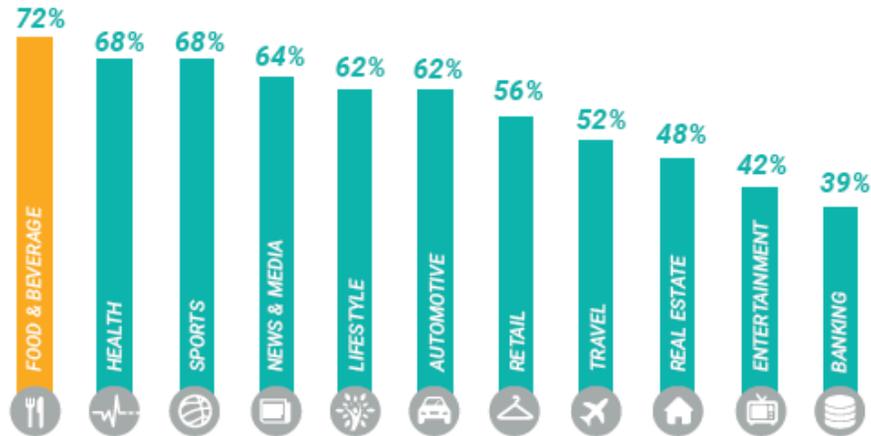
👍👹 2 4 Comments 1 Share 28K Views

👍👹 2

4 Comments 1 Share 28K Views

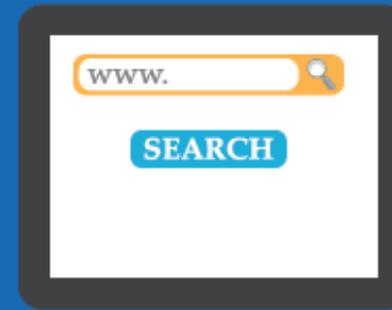
# Platforms for Targeting: Search

## SHARE OF ONLINE SEARCHES INITIATED ON A MOBILE DEVICE, BY INDUSTRY



Sources:

- <https://netmarketshare.com/search-engine-market-share.aspx?qprid=4&qpcustomd=0>
- <http://www.smartinsights.com/search-engine-marketing/search-engine-statistics/>
- <http://searchengineland.com/report-nearly-60-percent-searches-now-mobile-devices-255025>
- <http://www.business2community.com/online-marketing/21-spectacular-seo-and-search-marketing-stats-and-facts-01258892#VdXicCrBzXQYDy1c.97>

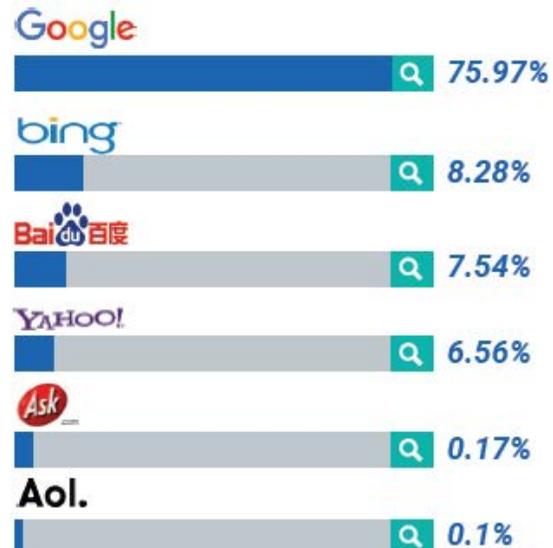


**89%** of customers begin their buying process with a search engine.



**Nearly half** of digital marketing budgets are spent on search

## SEARCH ENGINE MARKET SHARE



## SEARCH ENGINE SEARCHES PER DAY



# Platforms for Targeting: Re-targeting



# Platforms for Targeting: Geo-Fencing



Geo-Fencing allows advertisers to advertise in mobile apps to a specific geography.



# Platforms for Targeting: Video Pre-Roll

The screenshot shows the ESPN website for the St. Louis Cardinals on June 5th. A video pre-roll advertisement for Quicksilver Capital Card is displayed in the center, featuring a man in a suit and glasses. The ad text includes "QUICKSILVER Capital Card" and "UNLIMITED 1.5% CASH BACK". The video player shows a progress bar at 0:12. To the left is a list of recent games, and to the right is a table of team statistics for St. Louis, Cincinnati, and Pittsburgh. Below the video is a photo of a baseball player in a red uniform. The bottom of the page shows a Windows taskbar with various application icons and the system clock at 10:25.

Team	W	L	W-L	Runs	Hits	ER	ERA	WHIP
St. Louis	26	29	4-2	.473	2.5	L4		
Cincinnati	26	30	4-2	.464	3	W1		
Pittsburgh	26	31	4-2	.456	3.5	W1		

[http://www.espn.com/mlb/team/\\_name/stl/st-louis-cardinals](http://www.espn.com/mlb/team/_name/stl/st-louis-cardinals)

# Video Is Worth It

The average click-through-rate of video ads is **1.84%** - the highest CTR of all digital ad formats.

Smartphone video viewers are **1.4x** as likely to watch ads on their devices.

Pre-Roll video had a **72%** completion rate in Q1 2016.

Businesses are **53%** more likely to show up on page 1 of Google if you have a video on your landing page.

Smartphone video viewers are **1.4x** as likely to pay attention to ads or branded content on YouTube.

Mobile video had a **64%** completion rate in Q1 2016.



Target the right customer for your message.

