HOW DO YOUR ONLINE ADS REACH THE RIGHT PROSPECTS?
If your online advertising isn’t reaching the right audience in the right way, your campaigns won’t be successful.

1. **AUDIENCE**
   Hone in on your exact audience.
   Figure out just how targeted you need to be. Whether you need to reach every owner-operator or only fleets of a certain size, you can reach your exact audience.

2. **LOCATION**
   Geo-customize for optimum impact.
   Maybe you have a limited area of responsibility. Maybe your messaging needs to differ for prospects in different areas. All this can be accomplished through location targeting.

3. **DEVICE**
   How do you want your audience to react?
   Do phone calls or form conversions support your sales process the best? Do you need app downloads? This affects what device your online campaigns will target.
1 HONE IN ON YOUR EXACT AUDIENCE.

STEP 1: Filter Your Audience

WEBSITES VISITED
As your audience engages with brands online, their browsers are tagged. This allows you to target this audience anywhere in Google’s Display Network.

SEARCHES PERFORMED
Prospects in the buying phase research with search engines. Targeting the right keywords puts you in front of prospective buyers at exactly the right time.

ONLINE BEHAVIORS
If you need to expand your online audience, you can use the online behaviors of your current audience and find more like them.

OFFLINE DATA
If you need your audience to be even more targeted, you can link data such as fleet size and brand affinity to online entities.

STEP 2: Only the Right Prospects See Your Ad
GEO-CUSTOMIZE FOR OPTIMUM IMPACT.

LOCATION

STEP 1: Filter Your Audience by Location

COUNTRY
Randall-Reilly’s reach is international. You can target your online ads almost anywhere on planet earth.

STATE
If your AOR is limited to certain states, ensure that your ads only find prospects that live in those states.

CITY
You can target prospects from specific cities, delivering the most relevant message according to the location of the buyer.

ROUTE
New technologies allow you to target along interstates and major highways. Your online ads will reach people travelling along those routes.

TRUCK STOPS
Target different truck stops by almost any parameter. You can target by chain, radius, route, or whatever matches your unique sales goals.

STEP 2: Prospects in the Right Place Engage
HOW DO YOU WANT YOUR AUDIENCE TO REACT?

**DEVICE**

**STEP 1:** Filter Your Audience by Device

- **DESKTOP/LAPTOP/TABLET**
  - Long Form Conversions
  - Short Form Conversions
  - Social Awareness

- **MOBILE**
  - Phone Calls
  - App Downloads
  - Social Awareness
  - Short Form Conversions

**STEP 2:** Prospects Contact You the Preferred Way

TALK TO US ABOUT YOUR ONLINE MARKETING PLAN

Together we can help create a plan that will hypertarget your audience and help generate more qualified leads.

800-633-5953