esquire advertising

Curious To Learn More?
Visit us online | **www.esquireadvertising.com**
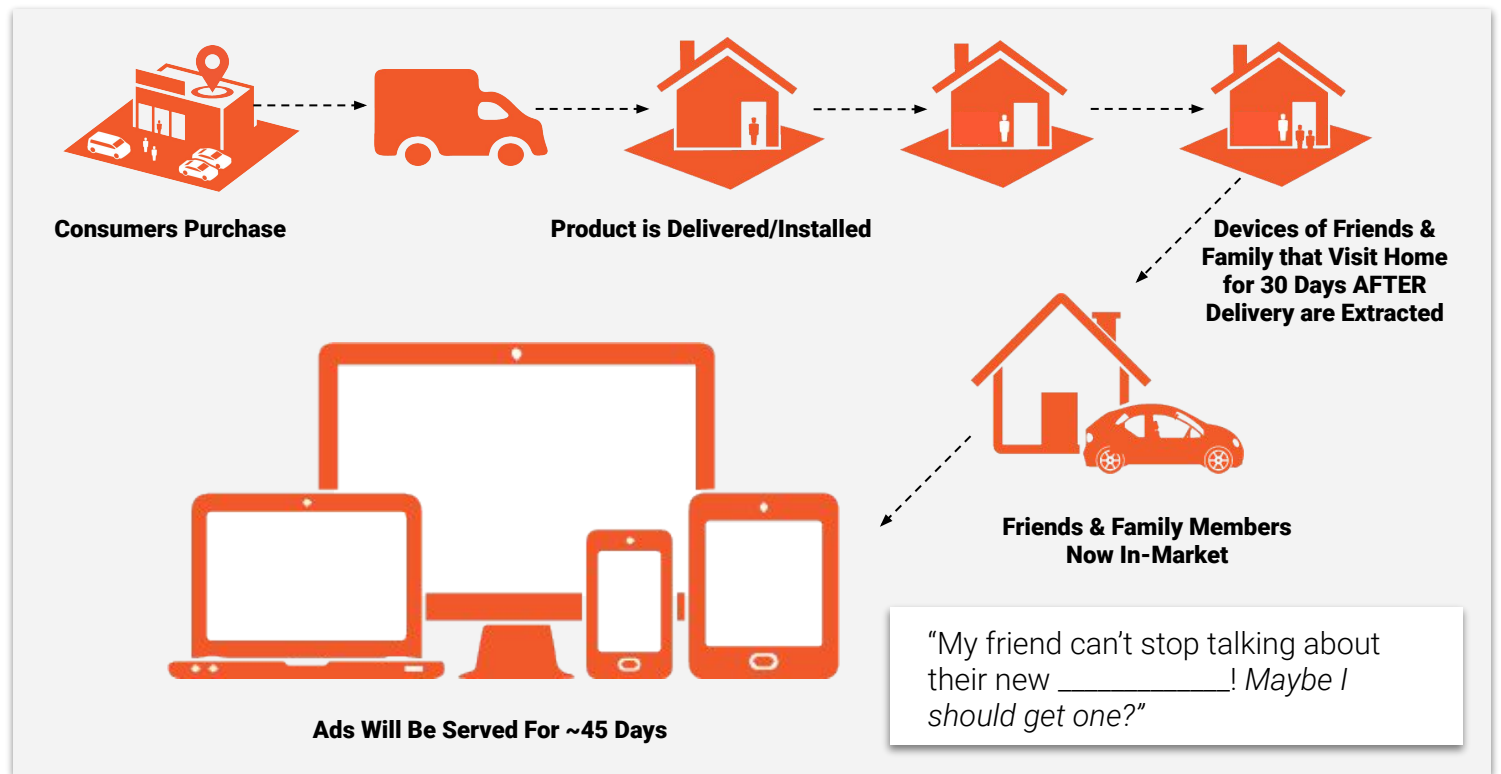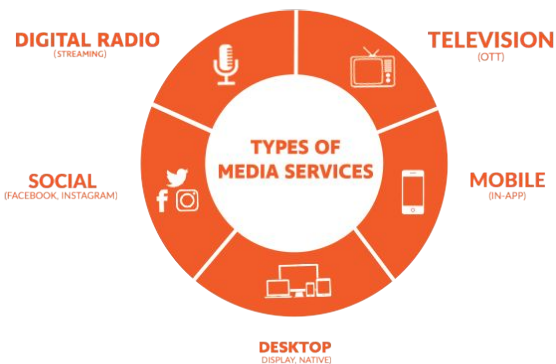Email | **hello@esquireadvertising.com**

FRIENDS & FAMILY

Our Geo-Framing technology can identify the devices belonging to friends and family members that have visited the household of a recent purchasers and interacted with your products in the wild. Imagine one of your customers has recently purchased your product. They will talk to all of their friends and family members that come to visit about the benefits and their experience. You can now take advantage of this social proof by targeting their friends and family members with ads to purchase from you as well. This audience is more likely to purchase from you because your products have been endorsed by someone they know and trust.

Consumers Purchase

Product is Delivered/Installed

Devices of Friends & Family that Visit Home for 30 Days AFTER Delivery are Extracted

Friends & Family Members Now In-Market

Ads Will Be Served For ~45 Days

"My friend can't stop talking about their new _____! *Maybe I should get one?*"

PLATFORMS SERVED

DIGITAL RADIO
(STREAMING)

TELEVISION
(OTT)

SOCIAL
(FACEBOOK, INSTAGRAM)

TYPES OF MEDIA SERVICES

MOBILE
(IN-APP)

DESKTOP
(DISPLAY, NATIVE)

CAMPAIGN DURATION

THE ATTRIBUTION WINDOW IS APPROXIMATELY 45 DAYS

Our goal with friends & family targeting is to serve ads to consumers that have interacted with your products in the wild. We serve ads to this audience for approximately 45 days after they were seen at the home of a recent purchaser.

ROAS | 15:1

National average Return On Ad Spend (ROAS). Increased results with long term optimization.

TAKE ADVANTAGE OF REAL-LIFE SOCIAL PROOF