

VENDOR TARGETED MARKETING

What if you could advertise directly to Rasmussen Gas Logs consumers in your area who are ready to buy

BENEFITS



Reach the most qualified “ready-to-buy” in market Rasmussen Gas Logs shoppers in your area with ads customized for each dealer.



Lead these consumer directly to your website or retail store.



Give the perception of a large online marketing presence without spending a large budget.



In market consumers visit Rasmussen Gas Logs’s website and are tagged with an anonymous cookie



As the consumer travels the web, your co-branded Rasmussen Gas Logs ad appears on popular sites such as usatoday.com, Yahoo!, HGTV.com, nationalgeographic.com and WSJ.com, plus others.

STATISTICS



Thousands of in-market shoppers visit Rasmussen Gas Logs’s website each month to research products, view offers, and find a dealer like you.



50% of consumers who visit a manufacturer’s website intend to buy within 30 days. According to Channel intelligence and Forrester.



Through a partnership with OwnerIQ, Rasmussen Gas Logs is now making this in-market shopper audience available to our authorized dealers

ABOUT THE OWNERIQ PARTNERSHIP

Rasmussen Gas Logs is participating in OwnerIQ’s Vendor Targeted Marketing program to make their online audience available to authorized dealers who want to advertise to in-market consumers. Named one of Boston’s top tech firms to watch in 2013 by Boston Business Journal, OwnerIQ specifically works with retailers and manufacturers to execute targeted online media programs leveraging their website audience.

Getting started is easy! Contact OwnerIQ to learn how you can run targeted campaigns at VTMSales@owneriq.com and 617.904.7742