

VENDOR TARGETED MARKETING

What if you could advertise directly to Radiant Patio Heater consumers in your area who are ready to buy

BENEFITS



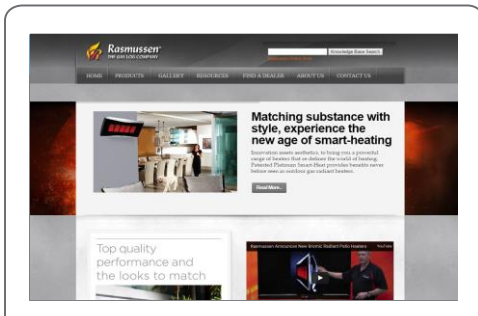
Reach the most qualified “ready-to-buy” in market Radiant Patio Heater shoppers in your area with ads customized for each dealer.



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 Radiant Patio Heater’s website and are tagged with an anonymous cookie

As the consumer travels the web, your co-branded Radiant Patio Heater 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 Radiant Patio Heater’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, Radiant Patio Heater is now making this in-market shopper audience available to our authorized dealers

ABOUT THE OWNERIQ PARTNERSHIP

Radiant Patio Heater 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