



www.esquireadvertising.com

RTO Advertising Hack: Double Your Budget - Without Spending a Dollar More

2025 Presentation Deck



Adam Ball

Director of National Sales, Esquire Advertising

Former Division I athlete and All-American at VCU, Adam spent seven years pursuing his dream on the PGA Tour before transitioning to sales, quickly rising to become the top rep at a leading home improvement company.

Now, as a Director of National Sales at Esquire Advertising, Adam brings his results-driven mindset and unique consultative approach to help retailers across diverse industries achieve growth — not only in marketing but in every facet of their business.

A black and white portrait of Eric Grindley, a man with a beard and short hair, wearing a dark suit, white shirt, and dark tie. He is sitting and looking directly at the camera.

Eric Grindley

Founder and CEO of the Award-Winning AdTech company, Esquire Advertising

Accomplished marketing expert, executive management consultant, former attorney, and the dynamic Founder and CEO of the award-winning AdTech company, Esquire Advertising.

Esquire has garnered national recognition, offering clients advanced marketing solutions with proprietary hyper-targeting and analytics capabilities.

Additional
Accolades |



Home Furnishings Business

FORTY
UNDER 40

Inc.
500

ABOUT THE PROGRAM

HOW IT WORKS



APRO members sign up with Esquire for Advertising services



Esquire handles all of your digital advertising for social and display



Your monthly Advertising Spend Is **MATCHED** by Esquire

ABOUT THE PROGRAM

WHAT THIS MEANS FOR YOU



Get access to Esquire's cutting-edge technology at a fraction of the cost



Put more ad dollars to work in the market without having to come completely out of pocket



Get increased store traffic and sales using available co op dollars and matched funds.



Enjoy a worry-free advertising campaign all year long!

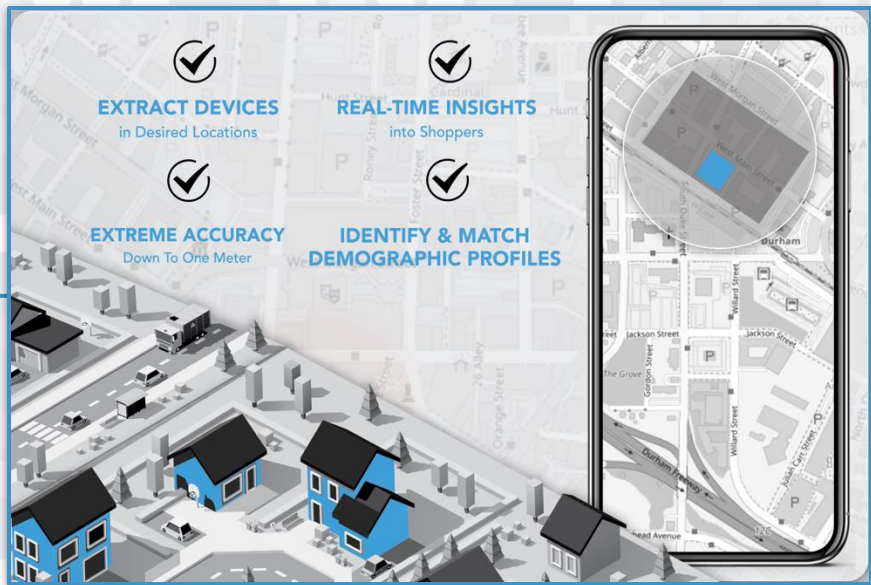


ABOUT US

WHAT WE DO

Through our advanced proprietary approach and algorithms, we always know the physical address of our audiences and can match those households to our partners' in-store sales each month. This allows us to show a tangible Return On Investment (ROI) of every marketing dollar spent. Our technology is based on real offline data, consumer behavior, and is **100% cookie-free!**

#1 ADVERTISING TECHNOLOGY FOR FURNITURE & MATTRESS RETAILERS



NEW MOVERS | Most furniture decisions are made in the 30-day window before and after moving. We have a live feed of data that connects you to New Movers within hours of them moving in.



DIGITAL NEIGHBORS | Digital Neighbors takes the address of your past customers and serves their physical neighbors with digital ads for your store. This is the most efficient way to target a demographically similar audience to your current customer.



STORE/COMPETITOR TARGETING | Geo-Framing takes advantage of real-life consumer behavior. We are able to capture consumers while they are actively in-market shopping and target them with ads from your store.



PAST CUSTOMER & DIRECT LIST TARGETING | Utilizing the addresses of your past customers, we are able to identify their individual devices and serve them ads to recapture their interest and drive them back into your store.



FRIENDS & FAMILY | Our Geo-Framing technology can identify the devices belonging to friends and family members that have visited the household of a recent purchaser and interacted with your products. Target this audience and inspire them to shop.



CUSTOM AUDIENCE | Custom Audience is where we target individuals whose demographics match those of your past customers.

CAMPAIGN GOALS

WHERE WE SERVE

Our media buying efforts are focused on increasing conversion rate and decreasing cost per conversion. We set **specific goals** at the start of a campaign to serve as benchmarks for digital & traditional media buying strategies. The following milestones help achieve these goals:

- DEFINE THE OBJECTIVE
- IDENTIFY TARGET AUDIENCE(S)
- SET A CAMPAIGN BUDGET
- CREATIVE MESSAGING
- EXPOSURE FREQUENCY
- REPORTING & OPTIMIZATION

DIGITAL RADIO
(STREAMING)

TELEVISION
(OTT, OTT+, CTV)

SOCIAL
(FACEBOOK, INSTAGRAM)

MOBILE

TYPES OF MEDIA SERVICES

DESKTOP

DISPLAY

Full Ad Set Includes | 300x600, 160x600, 300x250, 728x90, 320x50, 300x50

Sale Set Includes | 300x600, 300x250, 728x90

Placement | **92% of all websites***
* Brand averse websites blacklisted

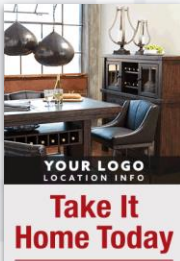
YOUR LOGO
LOCATION INFO

Take It Home Today

Rent to Own for as little as \$11/Week!

Flexible Financing Options

SHOP NOW



YOUR LOGO
LOCATION INFO

Take It Home Today



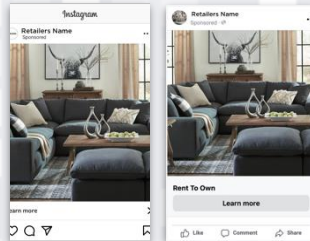
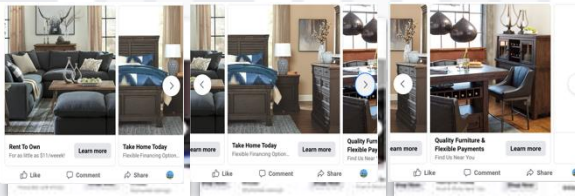
Rent to Own for as little as \$11/Week!

Flexible Financing Options

SHOP NOW

SOCIAL MEDIA

Placements | Facebook Feed, Instagram Feed, Facebook Right Hand Column, Instream Video, Video Feed, Marketplace, Facebook Stories, Instagram Stories, Messenger Stories, Messenger Box, Instant Article, Instagram Explore, & Search.



SOCIAL EVERGREEN & SALE SET FORMATS | Carousel, Post, & Video Post

ESQ REPORTING

THE ESQ DASHBOARD

Easily access & review campaigns through the Esquire Dashboard built around specific store needs and market strategies. We will continuously work to optimize your marketing campaigns to ensure our clients that they are getting the most out of their marketing budgets.

READY TO GROW YOUR BUSINESS? Our clients are able to effectively target consumers and match their ad campaign to in-store sales. Become a client today to harness the true power of Esquire Advertising and the ESQ Dashboard today!



ESQUIRE DASHBOARD



- Track a d spending, review near real time data & analytic reports readily available through our app.
- Review foot traffic analytics, current market rank, & learn what our data analysis found in each unique market.



SAMPLE MATCHBACK REPORT

Three Month Campaign	Influenced Sales	Average Influenced Sale	Imp. Transactions	Ad Spend	% of Total Imp. ROAS	ROI
January	\$96,559.12	\$5,828.96	11	\$1,500.00	4.70%	3407% 24.0
February	\$95,750.57	\$2,875.88	33	\$1,500.00	4.49%	2881% 24.0
March	\$4,548.00	\$5,424.57	6	\$1,500.00	3.00%	170% 4.1
April	\$2,791.00	\$954.51	8	\$1,500.00	3.79%	800% 4.1
May	\$99,551.02	\$2,412.54	28	\$2,250.00	8.62%	1217% 13.0
June	\$31,285.57	\$1,969.28	20	\$1,500.00	6.64%	2084% 21.0
July	\$27,348.08	\$1,597.65	17	\$1,500.00	5.76%	1412% 18.0
August	\$17,881.14	\$2,238.89	8	\$1,500.00	2.23%	1189% 13.0
September	\$18,494.23	\$1,218.39	16	\$1,500.00	3.47%	1300% 13.0
October	\$61,898.07	\$1,613.74	38	\$1,500.00	7.17%	4039% 41.0
November	\$61,178.95	\$953.52	64	\$1,500.00	13.68%	4039% 41.0
December	\$23,883.61	\$609.47	95	\$1,500.00	9.86%	3422% 34.0

Neighbor Campaign	Influenced Sales	Average Influenced Sale	Imp. Transactions	Ad Spend	% of Total Imp. ROAS	ROI
January	\$96,257.42	\$1,141.39	39	\$1,500.00	6.84%	3100% 34.0
February	\$53,443.95	\$1,632.17	30	\$1,500.00	7.49%	2176% 23.0
March	\$15,484.00	\$2,306.14	7	\$1,500.00	3.50%	1001% 10.0
April	\$25,708.41	\$1,295.42	20	\$1,500.00	5.97%	1714% 17.0
May	\$49,930.76	\$1,993.40	40	\$2,250.00	14.22%	2330% 23.0
June	\$18,928.89	\$182.15	40	\$1,500.00	39.93%	1129% 11.0
July	\$63,247.96	\$1,447.62	43	\$1,500.00	14.43%	4130% 41.0
August	\$38,265.29	\$1,467.49	37	\$1,500.00	7.52%	2544% 25.0
September	\$33,863.04	\$914.54	37	\$1,500.00	8.05%	2120% 21.0
October	\$45,764.99	\$401.40	114	\$1,500.00	23.51%	3051% 31.0
November	\$138,779.87	\$872.83	159	\$1,500.00	33.97%	4027% 40.0
December	\$349,551.60	\$693.88	287	\$1,500.00	52.68%	3997% 39.0

MATCHBACK REPORT

- This is a monthly Excel document provided via email.
- It includes a detailed analysis of the campaign's performance by audience along with all matched household addresses. Depending on what information is provided, we can also include an analysis of the campaign's influence based on store location, product category or brand.

NOW is the time to leverage esqXclusive.

To reach your audience, you need to advertise more effectively.

Future Prospects/ Closing Thoughts

With esqclusive, your ad dollars:

- ▶ Go Farther
- ▶ Are spent more efficiently.
- ▶ Are Doubled in size.
- ▶ Are Strategically Targeted towards the customers and products that drive the most sales.

Next Steps:

- ▶ Sign NDA & Send Sales Data
- ▶ Sign Insertion Order and Contract



Get Started Today.



**Contact Adam Ball
to schedule a meeting.**

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804.551.4910