

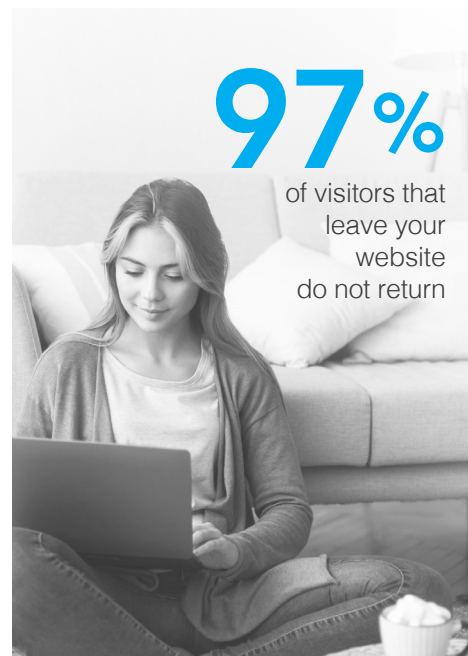
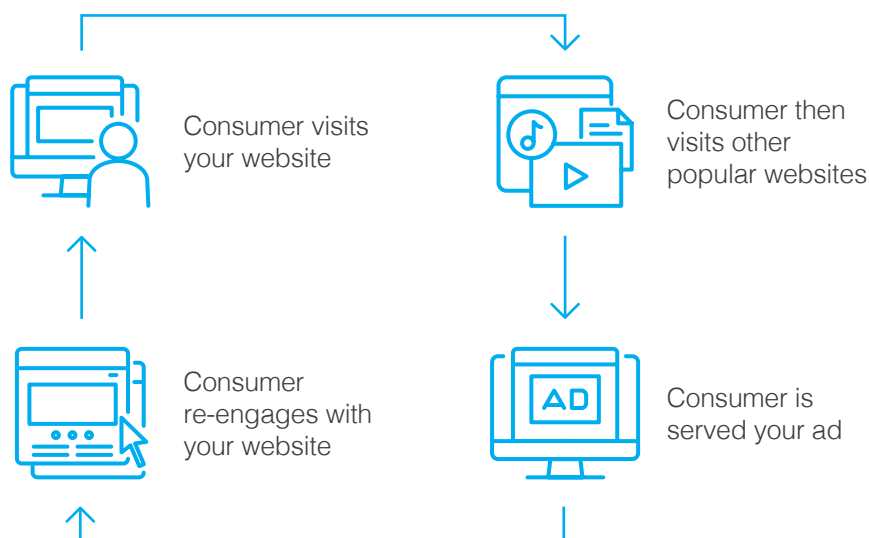
RETARGETING

RE-ENGAGE CUSTOMERS AND WIN THE BUSINESS

Retargeted customers are three times more likely to click on your ad than people who haven't interacted with your business before making it a key tactic in your marketing mix. Display retargeting enables you to re-engage with potential leads or customers who have left your website without converting. Retargeting campaigns are effective because they enable you to target customers who have clearly shown an interest in your brand with a highly-relevant ad.

On top of driving customers to the point of purchase, retargeting can help you retain them as long-term buyers and advocates of your brand.

THE RETARGETING CYCLE



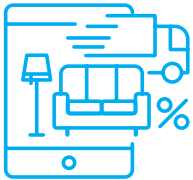
RETARGETING USE CASES:



HVAC company targeting users who have visited the cooling page with “Free AC inspection” ads



Grocery store targeting users who visit the weekly special page with an ad reminding them of new weekly specials



Furniture store targeting all users that visit the website with “Free shipping and 0% financing” ads

RETARGETING REQUIREMENTS

- Pixel placement is required to serve impressions
- You will need to place the snippet of code on your website
- This can be placed using Google Tag Manager