

Turn "just looking" into more sales with **RETARGETING**



RETARGETING, also known as remarketing, is a proven channel to raise conversion rates, increase sales and brand awareness across even hard-to-convert verticals. With retargeting, your brand presence is strengthened and fewer sales are left on the table.

Retargeting is the fastest growing sector of the **\$2 Billion** display advertising industry

HOW RETARGETING WORKS

With behavioral and personalized retargeting, your ads are shown to the users who have engaged with your brand, interacted on your site, but moved on without converting. By focusing on your brand's engaged user base, we are able to tailor ads according to their interactions with your business, and get higher conversion rates.

Step 1

Potential customer visits your site



Step 2

Later, potential customer is shown your ad as they surf other sites (an ad retargeted to only your website visitors)



Step 3

potential customer returns to your site and becomes paying customer

WHO HELPS YOU RETARGET

TOP PLATFORMS

- 1 Chango**
- 2 ReTargeter**
- 3 AdRoll**
- 4 FetchBack**
- 5 Google**

the largest retargeting platform with more than 5,000 active advertisers

WHY YOU SHOULD BE RETARGETING

INCREASED ECOMMERCE SITE PERFORMANCE

18 apparel, sporting good and home & garden retailers running retargeting campaigns from Cyber Monday 2010 - Cyber Monday 2011 saw:

21%

Conversion Rate Increase

149%

Revenue Performance Increase

INCREASED AD PERFORMANCE AND ROI

2x better
PERFORMANCE on a CTR basis

20% less
COST than site-targeted campaigns on a CPM basis

5% - 10% increase
RETARGETED VIDEO ADS in conversions, site visits, and revenue

INCREASED SALES

AVERAGE CUSTOMERS vs. **RETARGETED CUSTOMERS**

2% convert on the first visit to an online store

70% more likely to complete a purchase

50% more spend close to

95% leave a site without making a transaction