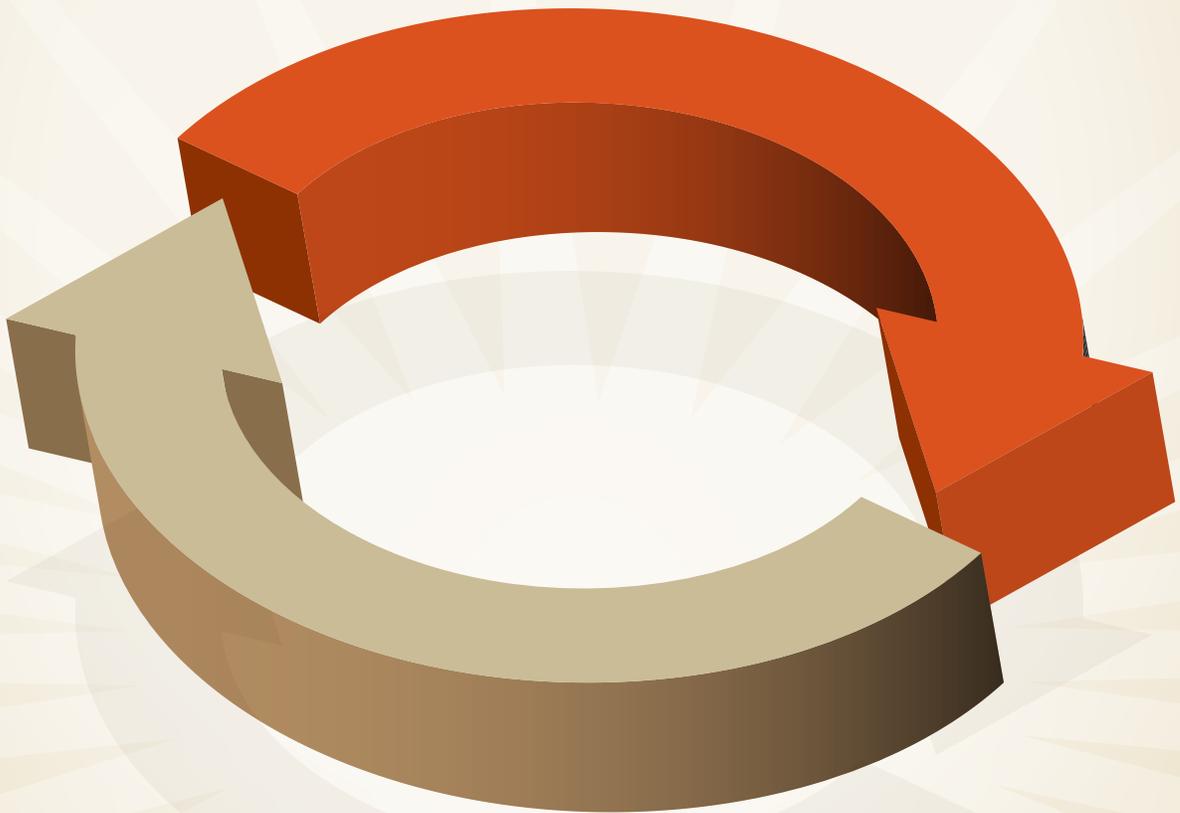




The 5-Minute Retargeting Primer

How to Use Ad Retargeting Across Your Marketing Mix



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Why Use Retargeting?

Prospects aren't always ready to convert the first time they view an offer online. But, rather than letting them move on to a competitor, you can keep them inside your company's sales funnel by taking advantage of the sophisticated possibilities offered by ad retargeting.

Businesses can use cookies to create specific retargeting pools of Web visitors who have previously taken specific actions, such as visiting a website or searching for a particular product, even if they did not convert at the time. You can then repeatedly display your ads to prequalified prospects as they travel across the Web, encouraging them to return to your website and eventually convert into buyers.



A basic look at how retargeting works

How can I apply retargeting across my marketing mix?

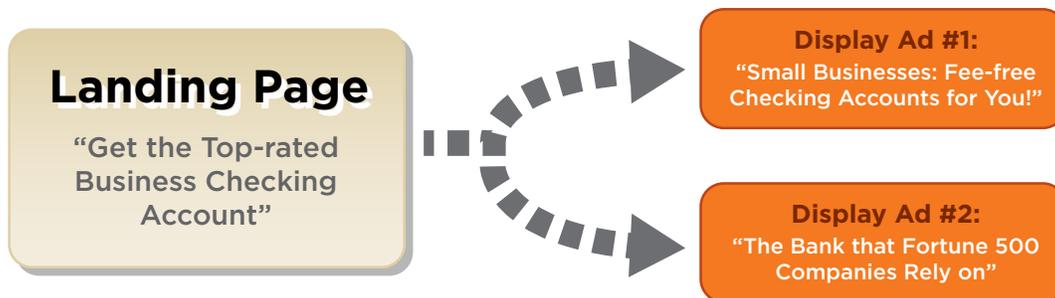
- * **Use business demographic data to customize your retargeting ad creative for greater relevancy and conversions.**

Your cookies can help you determine who your website visitors are, tracking metrics such as industry, job function, and company size. In retargeting, you can craft custom creative display ads designed specifically for each segment of your audience: For instance, a CTO might see a display ad for a white paper about integrating your software into its infrastructure; while a marketing executive could be shown an ad for a white paper about generating sales leads. Also, be sure that your retargeting creative is different from your broader display advertising creative to ensure the greatest number of conversions.

(continued)

*** Use retargeting to turn lost search conversions into new opportunities.**

A retargeting display ad campaign can be effectively combined with a search campaign. When a visitor clicks a PPC link to your website or product, you can place a retargeting pixel on your search landing page. You'll then be able to show customized ads to these prospects—either for your company or even for the exact products they've searched for—anywhere on the Web. Because these prospects have already expressed interest in your products, they are far more likely to convert than non-targeted ad viewers. Additionally, when you know the business demographics of visitors, you can offer different versions of retargeting creative according to their specific profiles.



In this example, retargeting ad creative is tailored to the specific company size of visitors

*** Maximize your email marketing spend through retargeting.**

Email subscribers in your house database are highly engaged prospects (especially as they continue to be nurtured) and can thus be more receptive to your offers. In order to increase your recipients' likelihood of making an eventual purchase, consider placing retargeting pixels directly in your HTML email communications, including newsletters, product updates, and more. Once subscribers open your emails, they'll be placed into a retargeting pool, and will be able to see your retargeting ads across the Web. With retargeting in place, you'll continue to make a lasting impression on your email prospects even outside of their inboxes.

*** Create retargeting pools based on social link clickers.**

Take advantage of the analytical possibilities of "smart" link-sharing tools, which allow you to determine the business demographic information of individuals who click on your shortened links through social media. After developing a specific retargeting audience from social media, you can customize retargeting campaigns to them, so they are exposed to your brand, products, and services outside of the social sphere.

(continued)

How do I measure the impact of my retargeting campaigns?

It's recommended to launch your retargeting campaigns in parallel with your broader "reach" campaigns. ("Reach" campaigns are designed to reach the largest possible audience within your target demographics). In this sample table below, you'll find metrics from a reach campaign and its corresponding retargeting campaign. The goal of the retargeting campaign is to cookie all those that responded to your reach campaign and retarget them with different ad creative that is more relevant, given the previous interest they have shown, whether they've visited a specific product page on your website, a search landing page, or any other type of landing page. As you'll notice, the number of impressions in the retargeting campaign goes down because it's only targeting a portion of your original audience, but the number of conversions increases while the cost per lead decreases!

Sample Worksheet - MEASURING REACH AND RETARGETING IMPACT

	Impressions	Clicks	Click-through Rate	Total Conversions	Post-Impression Conversions	Post-Click Impression Conversions	Media Cost	CPM	CPC	Cost per Lead
Reach Campaign										
Industry: Finance/ Functional Area: Marketing/ Seniority - Executives	2,000,000	1,500	.075%	12	4	8	\$1000	\$.50	\$.67	\$83
Retargeting Campaign										
Industry: Finance/ Functional Area: Marketing/ Seniority - Executives	100,000	800	.8%	20	15	5	\$500	\$5.00	\$.63	\$25

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