SITE RETARGETING ADD-ON

First-Party Data **Targeting**

Get more value from the customers you already have.



HOW IT WORKS

First-Party Data targeting uses your own customer email list to show ads to your existing customers. We securely match your list to their computers, phones, tablets, and other devices, so your ads reach the people who already know you.

PRIVACY & SECURITY

Your data matters. We upload your list to a secure advertising platform and **destroy all email lists after upload**. Lists are automatically removed from the platform after six months to maintain security and compliance.

BENEFITS

Most targeting focuses on the first sale. First-Party Data focuses on getting more value from existing customers through retention and upselling.

Retention

- Give your biggest spenders "early access" so they feel like part of the club.
- Reach customers who haven't visited in a while, before they go to a competitor.

Upselling

- Invite customers to buy more of what they've bought before, or upgrade to something better.
- Remind them why they chose you, and invite them back for more.

Better targeting without third-party cookies

- Many targeting methods rely on third-party cookies, which privacy changes are making harder to track.
- Your own customer data reaches exactly the audience you want, with certainty and control.

Your ad creative is shown to both your Site Retargeting and First-Party Data audiences.

REQUIREMENTS

1,000
minimum email list size

50,000
recommended list size

6 months
send an updated list every six months

- Runs as part of a **Site Retargeting campaign**. Delivery isn't guaranteed between the two audiences; your reporting shows impressions delivered to each.
- Place your website pixel early so we can confirm it's working and build a large enough audience before launch. Too little time can lead to under-delivery.