PRODUCT INFO

Site **Retargeting**

Make every impression more valuable by following your most interested potential customers.

Imagine this: you visit a brand's website, browse the products, and leave because it's a little pricey. Two days later, an ad from that brand pops up with **"15% off your first order."** That's Site Retargeting.

It gives you a second chance with visitors who've already shown interest, whether they found you organically or through an ad. It can lead a campaign on its own or support a bigger strategy.

HOW IT WORKS

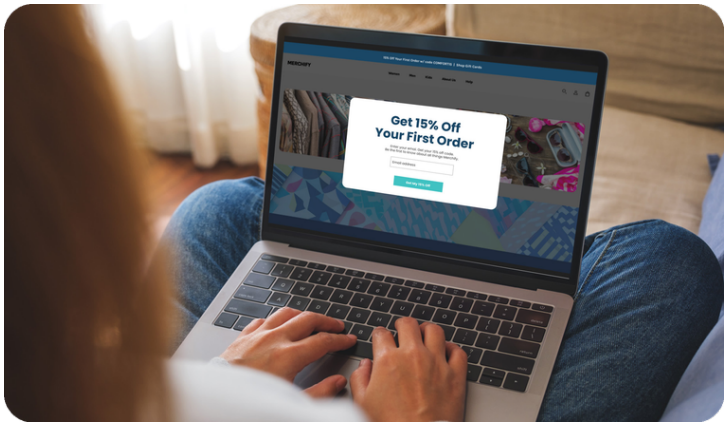
1. Someone clicks one of your ads or visits your website on their own.
2. Over the following days and weeks, they see your ads as they browse other sites.
3. They click and come back, now much more likely to take action.

4x

higher click-through rates on average than standard programmatic targeting.

Source: historical campaign performance.





SITE RETARGETING BENEFITS

Most targeting aims to get someone to visit your website. Site Retargeting brings them back again and again.

- **More performance.** People already familiar with your brand are much more likely to convert on their next visit.
- **Efficient ad spend.** You only pay to reach people who've already shown interest, so you get more results per dollar.
- **Stay top of mind.** Seeing your logo across the web over days and weeks makes your business look established and reliable.
- **Never annoying.** Frequency caps keep your ads from showing too often to the same person.

REQUIREMENTS

Retargeting requires a tracking pixel on your website. For best results, place it **at least 30 days before launch.**

> That gives us time to confirm the pixel works and to build a large enough audience. Launching too early can mean an audience that's too small, leading to under-delivery. Our team will help you place the pixel at no cost.

Note: Site Retargeting can be added to a display campaign alongside other targeting or run as its own tactic. Retargeting-only campaigns must run alongside other digital advertising. First-party data targeting can also be added.