

Video #12

Step 7: Get the Most out of your Traffic

The smartest way in the world to get the most of your traffic is by **retargeting**.

What is Retargeting?

Retargeting is also sometimes referred to as remarketing. When you use retargeting, you place a piece of code on your website, and every time someone visits your site, this code drops a browser cookie.

This cookie is also referred to as a browser tag, and it is a snippet of JavaScript code that allows them to be “followed” as they surf the web. This allows your retargeting provider to know when to use ads and ensures that your ads are served to people who have visited your site.

This trafficking tool is effective because it more effectively focuses your advertising. The people who see it are already familiar with your brand and have recently shown interest in it.

Therefore, when a visitor comes to your site but leaves before making a purchase, the retargeter shows them your ads on other sites they visit so that they are repeatedly exposed to your product.

This can result in a return to your site, an action, and even a sale.

There are several different types of retargeting out there, and it’s important to learn about all of them.

Site Retargeting is the best known, and that is the type of retargeting where your banner ad will appear on other pages as recent visitors surf the web.

There is also **Email Retargeting**. In this method, a visitor who, for example, placed things in a shopping cart and then left the site will be sent an email asking them to come back and consider purchasing the items.

In **Search Retargeting**, a search engine user is targeted with ads that are based on their searches. In this case, they may not have previously visited the site, but they have expressed interest in the topic.

Contextual Retargeting allows websites who share similar customers to partner and share cookies. If the visitor leaves site A and visits site B, then an ad for site A may appear there.

Why Retargeting?

Let’s face it, for your initial advertising efforts, you are simply casting as wide a net as possible to get those initial visitors. However, with retargeting, your advertising efforts are focused.

The people who see your ads are people who have already visited your site. This also focuses your advertising spending so that it is used to bring in people who have already shown interest.

Think of it this way. Initial web site visits can be like a billboard. Lots of people see it. But retargeting is like the flyer you get in the mail after you visit a specific store. You've been there, and the flyer reminds you what you saw and may encourage you to return.

I think we can all agree that the flyer for a previously visited store will probably be more effective than a billboard.

It has been said that it takes seven contacts or interactions to close a sale, so the benefits of retargeting are pretty clear. When they see ads for a site they have already visited, they are reminded of that site. It's another interaction. It plants another seed.

There are many reasons someone may abandon a site, from realizing they are running late to a pot boiling over to a child needing dinner.

In our busy lives, we may forget all about that great site where we saw that amazing item. Retargeting reminds the visitor of their former interest.

Kimberly Clark is a globally known, highly successful corporation. Listen to what Jeff Jarrett, the vice president of global marketing, has to say about retargeting:

"We do retargeting because it is clearly an opportunity to target an interested customer... If a consumer visits our property and expresses an interest, there is an opportunity to take advantage of that interest... Customers who visit the brand site are 20% more likely to act on a message than a consumer who has not expressed this interest." [Source](#)

Where Do I Go to Start Retargeting?

There are a variety of retargeting services out there, and some are better than others.

Here are a few of the top-rated retargeting services along with a bit of information about each.

AdRoll: www.adroll.com

AdRoll was started in 2007, and they have had lots of success with their services. Their basic plan offers site retargeting, contextual retargeting, and behavioral retargeting.

The basic plan does not have a minimum spending requirement. However, the plus plan requires you to spend about \$10K, and the pro plan requires about \$20K. Of course, as you go up with the plans, you get lots more services as well.

FetchBack: www.ebayenterprise.com

This service has their own patented technology, which is aptly named FIDO. It analyzes information on your visitors sent by smart pixels.

They are advertiser specific, so you have to contact them to get a quote specific to your needs. They do have several pricing models available, and they also work with revenue-sharing.

Retargeter: retargeter.com

This service offers site retargeting, social retargeting, and email retargeting. They are also closely integrated with sites like SlideShare and KISSmetrics.

They have a package that is devoted to site retargeting and a package that is display-focused, targeting visitors based on location, content, and demographics. Both of these packages start at \$500.

Chango: www.chango.com

This provider specializes in search retargeting. They are a media buying platform that offers full-service search retargeting along with limited site retargeting as well. As with FetchBack, you must contact Chango for a price quote.

Perfect Audience: www.perfectaudience.com

Perfect Audience is a great option for marketers who want to keep things as simple as possible.

You insert a simple code into the body of your website, list the types of visitors you want to attract, design campaigns to target those segments, and your ads will begin to appear on visitors' screens. And because you do not have to pay a setup or maintenance fee, this is an ideal choice for someone on a strict budget.

Well guys Thanks so much for the time you have dedicated to learning how to get the most advantages from Affiliate Marketing. Affiliate Marketing has come to stay in the market forever.

A lot of money is invested in Affiliate Marketing, and all of it is for all of us. Let's use it and reach our most precious business goals.