



Step 7: Get the most out of your Traffic



Retargeting!



- What is Retargeting?
 - ✓ Piece of code you place on your website
 - ✓ It allows your visitors to be “followed”
 - ✓ It more effectively focuses your advertising
 - ✓ They are repeatedly exposed to your product
 - ✓ This can result in an action



- Types of Retargeting:
 - ✓ Site Retargeting
 - ✓ Email Retargeting
 - ✓ Search Retargeting
 - ✓ Contextual Retargeting



■ Why Retargeting?

- ✓ Your advertising efforts are focused
- ✓ It brings in people who have already shown interest
- ✓ It is like the flyer you get in the mail
- ✓ It takes seven interactions to close a sale
- ✓ There are many reasons someone may abandon a site



- Jeff Jarrett from Kimberly Clark says:

“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.”



Where do I go?