

# Retargeting

From SilverPush Documentation

SilverPush offers 2 retargeting suites for brands. *Desktop to Mobile* and *TV to Mobile*.

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## Desktop (Web) to Mobile Retargeting

Using this feature, the advertisers can collect data of the target audience visiting their website and show ads to the same audience in their smartphones when they are more likely to click and engage. There are 2 ways in which SilverPush can retarget the users who are visiting your website via Desktop or via mobile web (WAP). One is using SilverPush proprietary ‘Audio Beacon’ technology or by Cookie matching technology. Both these methods can be used interchangeably and can be used for deterministic matching of targeting audience in mobile devices.

## Process

: With Audio Beacon Technology–

SilverPush implements an Audio Beacon (an inaudible sound) in your WAP/ Desktop website. When a user access captures the sound and a user is match is made. Once this process is completed, the advertiser can show their time to that particular user. For desktop to mobile retargeting with audio beacon technology, contact our support team.

: With Cookie matching technology –

Advertiser inserts a SilverPush tracking pixel in the WAP/ Desktop website and when the user access the website, the data is sent to SilverPush servers which is then used to show ads in the smartphones of the user who owns that desktop.

## Requirements

: Add the tracking codes in the advertiser’s website

: The advertiser can install tracking codes by themselves. The tracking code is given below with instructions to be added to client’s website

# Inserting the Cookie matching tracking code

## Steps

1. Place the following code across all pages.

```
<script type='text/javascript'>
var _spp = _spp || [];
_spp.push(['SP-Website']);
_spp.push(['trackAll']);
(function() {
var sp = document.createElement('script'); sp.type = 'text/javascript'; sp.async = true;
sp.src = ('https:' == document.location.protocol ? 'https://pix' : 'http://pix') + '.SilverPush.co/pixe
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(sp, s);
})();
</script>
```

2. Same pixel will be implemented on the checkout/thank you page in case of tracking leads/sales/conversions.
3. Only ONE parameter has to be changed in the code as highlighted below. Replace “Website” in the above code with your site name (url) “without the dot”.

*Example*

*If your company site is xyz.com, then the code can be edited as follows:*

```
<script type='text/javascript'>
var _spp = _spp || [];
_spp.push(['SP-xyzcom']);
_spp.push(['trackAll']);
(function() {
var sp = document.createElement('script'); sp.type = 'text/javascript'; sp.async = true;
sp.src = ('https:' == document.location.protocol ? 'https://pix' : 'http://pix') + '.SilverPush.co/pixe
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(sp, s);
})();
</script>
```

## TV to Mobile Retargeting

With this product suite, the advertisers can determine which of the target audience are watching the TV ads. Later the advertiser can retarget the users who were exposed to the TV ads in their smartphones or tablets. This way the brands can ensure delivering a 360 degree advertising exposure to the audience. In addition to this, the advertiser can learn the user behavior across multiple devices. By having access to the data of who and when saw the TV ad gives the client, the insight to delivering sequential creative ads in their TG mobile devices to capture their attention.

SilverPush uses patented ‘Audio Beacon Technology’ for TV to mobile retargeting.

## Process

An audio beacon is inserted into the audio stream of the TV ad which is inaudible to human ears. When the user's SDK in user's smartphone receive the beacons and a pair between the TV and mobile is made. The data regarding times the user saw the ad is transferred to SilverPush server. When the advertiser wants to deliver the next ad, who has already seen the ads on TV, then SilverPush takes the data from its servers and retarget the users with

# Requirements

- : Permission to insert the audio beacons in the TV ad of advertiser
- : The user needs to have the login credentials of SilverPush Dashboard to see the real time statistics of the

## Timeline

- : Our technical team needs 24 hours for Audio beacon implementation and testing for TV ad retargeting. Once o

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