

RETARGETING

FREQUENTLY ASKED QUESTIONS

What is Retargeting?

Retargeting is a cookie-based technology that uses simple Javascript code to anonymously “follow” your audience all over the Web. A cookie is dropped on one page or as many pages as the advertiser wants on their site.

Why Should an Advertiser Use Retargeting?

There are many benefits to Retargeting:

- Retargeting keeps an advertiser’s brand in front of visitors to their site even after they leave giving the advertiser multiple chances to bring the visitor back
- Retargeting targets users who already have an interest—it’s a great way to capture prospects
- Ads can be specific to what a user was viewing on the advertiser’s Web site- i.e. if they were looking at windows, a window ad can be served to them
- Advertisers can choose how long to retarget a prospect

How is Retargeting Different from Display Advertising?

Retargeting only targets users who have had an interaction with your site and brand i.e. they have visited the advertiser’s site.

What is a cookie?

A cookie is a small text file that stores information on your computer. For retargeting, a cookie stores anonymous data about what web sites a user has visited, allowing advertisers to serve ads only to users who have been to their site before.

What is a Retargeting Pixel?

Used for site retargeting, a retargeting pixel is a piece of code which will be provided by PartnersinDigital for your advertiser to implement on their site. The retargeting pixel can be placed on one (1) or multiple pages but it’s most often placed on the home page or “check-out” pages.

The retargeting pixel code gives instruction to the visitor’s browser to place a cookie on the visitor’s device so they can be tracked.

There are different kinds of retargeting pixels including a conversion and burn pixel. PartnersinDigital will work with your advertiser to implement the appropriate pixel.

How does an Advertiser Place a Retargeting Pixel on their Site?

Your advertiser will need to work with whoever maintains their web site or their internal web master to place the pixels on their pages.

Are There Different Types of Retargeting?

Yes, there are several different types of retargeting which you can sell to your advertisers including:

- *Site Retargeting*—Visitors to your Web site are tagged and then served ads reminding them about your products and services when they visit other sites
- *Search Retargeting*—Online users are targeted that have searched for a particular keyword that is important to your company or campaign
- *Facebook Retargeting*—Targets users who have been on the advertiser’s site and have then visited Facebook. Can also target users who have liked the advertiser’s Facebook page
- *Mobile Retargeting*—Targets users on their mobile device based on recent activity
- *Contextual Retargeting*—Targets users who are viewing certain content on a web page and then serves them ads that are highly relevant to that content
- *Behavioral Retargeting*—Targets users on their previous actions that did not result in a sale or conversion
- *Demographic Retargeting*—Retargets users by age or gender

What sites are used for Retargeting?

Your advertiser’s retargeting ads will appear on websites that are part of the Google DoubleClick Ad Network.

How is Retargeting Measured?

Retargeting is measured in two ways:

- *Click-Thru Conversions*—Someone Clicks on a Retargeting Ad they are served
- *View-Thru Conversions*—Conversions that many come from another source, however, the user was served a retargeting ad

When is Retargeting Most Effective?

Retargeting takes time to build an audience and is most effective when:

- Sites have a minimum of 1500 Unique Visitors per month
- A frequency cap is set for the number of times a qualified prospect can see your ads
- Creative is rotated and engaging
- A unique landing page is used for the campaign



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