

## **Target the Re-targeting!**

You are in the wrong boat if you think you have done your once you run the campaign. Like you, millions of people are trying to reach their goals. If you pay attention, you can see that they all have one common goal: selling their product. But are all of them succeed?

If everyone has the same strategy to sell their product, there will be no diversity. So in business, custom strategy is very much important. In digital marketing, you will get a vast audience, but you will only catch the client if your plan works in changing market trends.

### **What is Re-targeting Market?**

One form of digital marketing approach known as retargeting marketing is to remind website visitors about your company after they have left your website without purchasing a product or service. If someone visits your webpage, you can target them to show your advertisements and provide assistance in acquiring new clients for your company.

When someone visits your website, we place a cookie on their browser, which tells your retargeting provider to display your adverts whenever the user uses that browser online. Because of this tactic, potential customers will remember your business and return to it when they are ready to purchase.

While checking out a new website for the first time, most people (95–97%) will not make a purchase. According to recent research on marketing data, people aren't interested in the product if consumers don't hear the brand name at least seven times. Retargeting lets you show your customers that you care about them and earn their trust. If, as a buyer, you anticipate experiencing the same emotion, you may be disappointed. They will buy anything that has a name they recognise.

### **Different Between Re-targeting and Re-Marketing:**

About Retargeting and Re-marketing, additional clarification may be necessary. There is little distinction between them. They share the same objective of selling things and brands. It is retargeting when you attempt to acquire clients with paid advertisements directed at a specific audience or by reaching your target

audience through social media. You re-market when you market to a particular audience via direct mail.

## **HOW CAN NEXUS LAB HELP?**

Users who have previously interacted with your ad or webpage can be retargeted using the information stored in "cookies" by their browsers. The information stored in users' cookies can be used by advertising teams to show them product reminders. Showing relevant, tailored ads to interested customers raises brand exposure and, in many cases, completes conversions.

Nexus Lab employs a multi-pronged approach to retargeting to bring you where you need to go. There is a wide variety of retargeting strategies. These interactions may occur via email, text message, display, and/or social media advertisements.

*Types of Re-marketing campaigns we offer:*

- Site Re-target marketing.
- Google Display Network Retarget marketing.
- Search Ad Retarget marketing.
- Video Re-target marketing.
- Email Re-target marketing.
- Contextual Re-target marketing.
- Facebook Custom Audience Re-marketing.

We pick the advertising campaign that works best for your company. Both your time and your money are significant to us. We respect your entrepreneurial journey and can assist you in achieving your objective.