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SEM Coaching - 45

Click media
Performance Based Marketing

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Retargeting

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Introduction

- Retargeting (also known as remarketing) is an online ad targeting technique that "re-targets" visitors after they visit a website.
- Retargeting targets the 95-98% of visitors who, during a visit, did not make a purchase or respond to a specific 'call-to-action' e.g. newsletter signup – through a tracking pixel or cookie
- Retargeting companies purchase ad inventory from various ad networks e.g. Facebook
- Top 3 Retargeting Companies:
  - http://www.adroll.com
  - http://www.perfectaudience.com
  - http://www.retargeter.com

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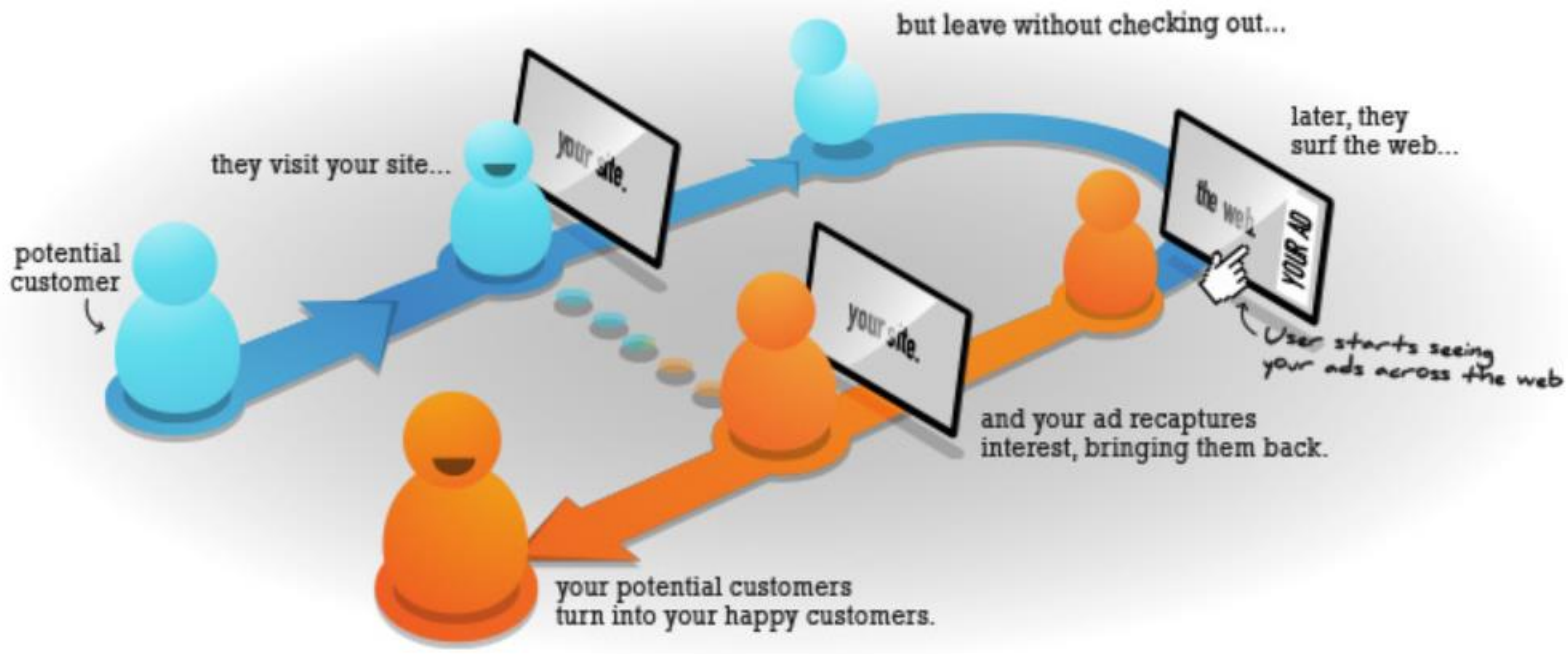
How Retargeting Works



Source: Retargeter.com

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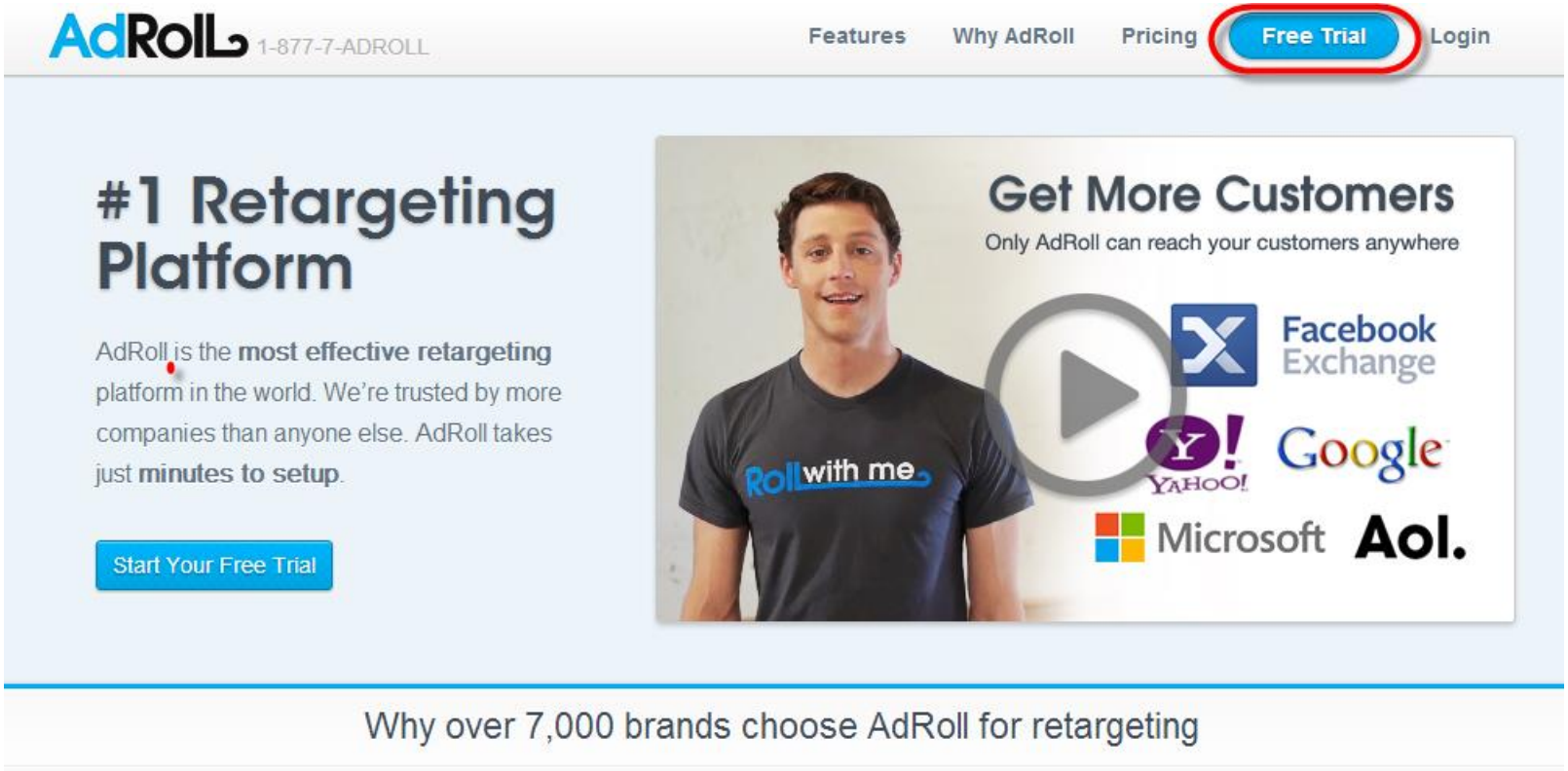
Signup For A Retargeting Account

AdRoll Offers FREE Two Week Trial

http://www.FreeAdRoll.com



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Signup For A Retargeting Account

AdRoll Offers FREE Two Week Trial

http://www.FreeAdRoll.com

AdRoll

Sign Up In Seconds

Email Address

We will never spam you

Website URL

Please enter your website URL

http://yourwebsite.com

Create a Password

Confirm Password

How did you find us? optional

Choose an option...

Create My First Campaign

By submitting this form and creating an account, you accept our Terms and Conditions.

~ Our Promise ~

- 2 Week Free Trial (absolutely no charge)
- Lowest CPMs, Incredible ROI
- Best Coverage on FBX
- Expert Account Management
- World Class Support
- Easiest Self Service App
- No Commitment, Cancel Anytime
- 97% Customers Stick with AdRoll

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Creating A Retargeting Campaign

Retargeting on the Web

Retarget your customers on websites all across the internet.

Get Started

Retargeting in News Feed

Retarget your customers in the Facebook News Feed. **New Feature!**

Get Started

Retargeting on Facebook

Retarget your customers with Ads on Right Hand Side of Facebook.

Get Started

Cancel Campaign Setup

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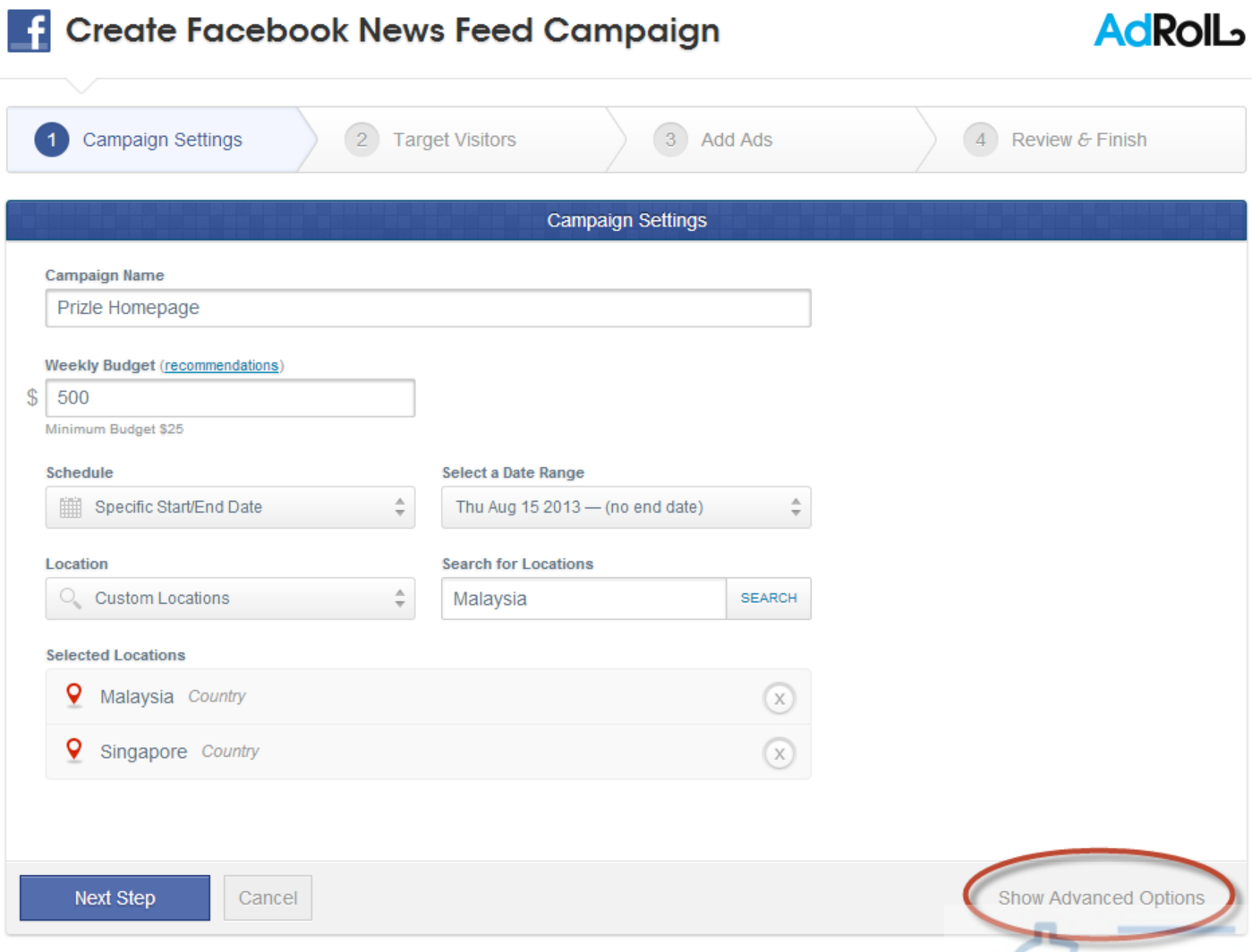
Creating FB News Feed Campaign



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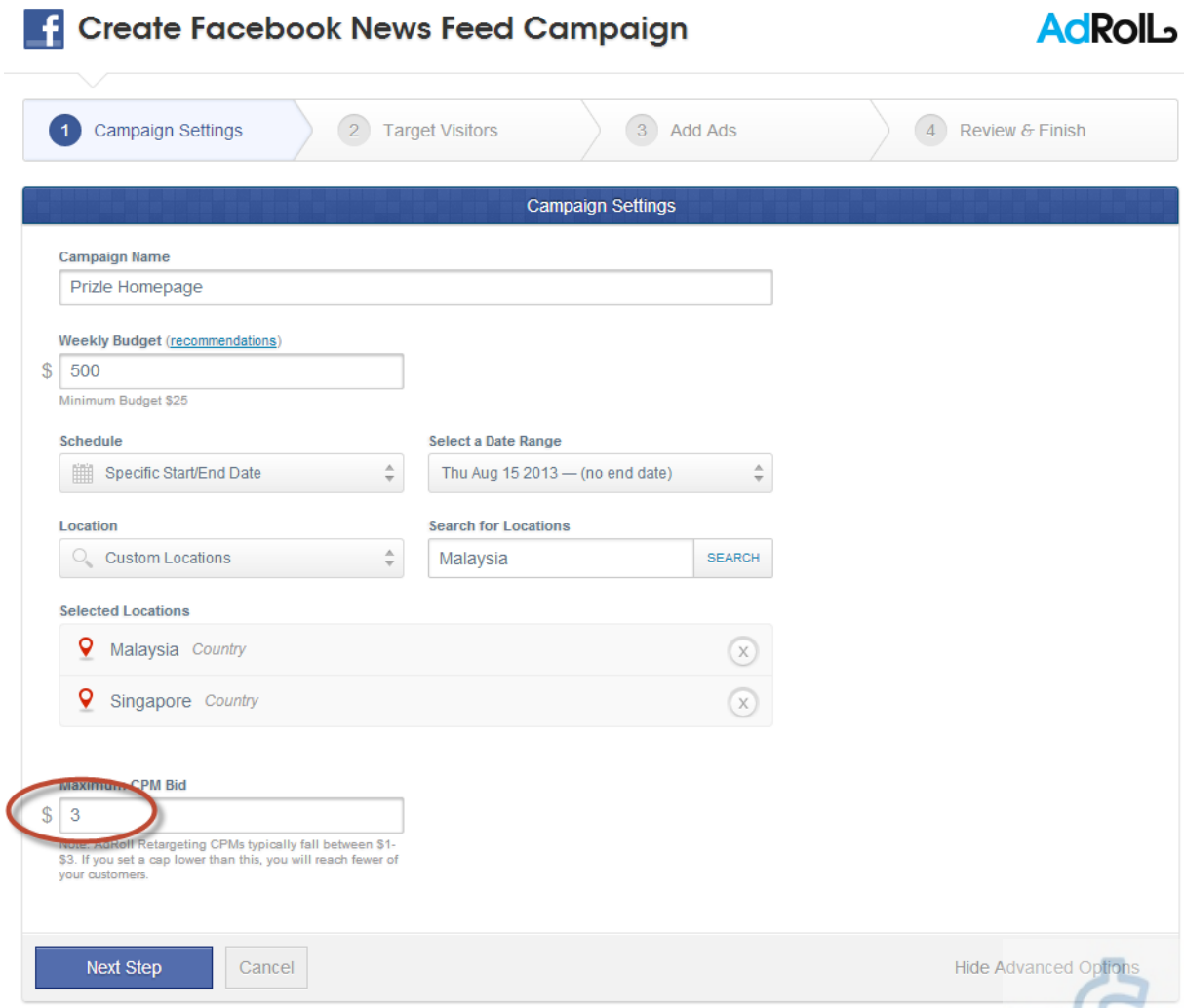
Step #1 – Campaign Settings



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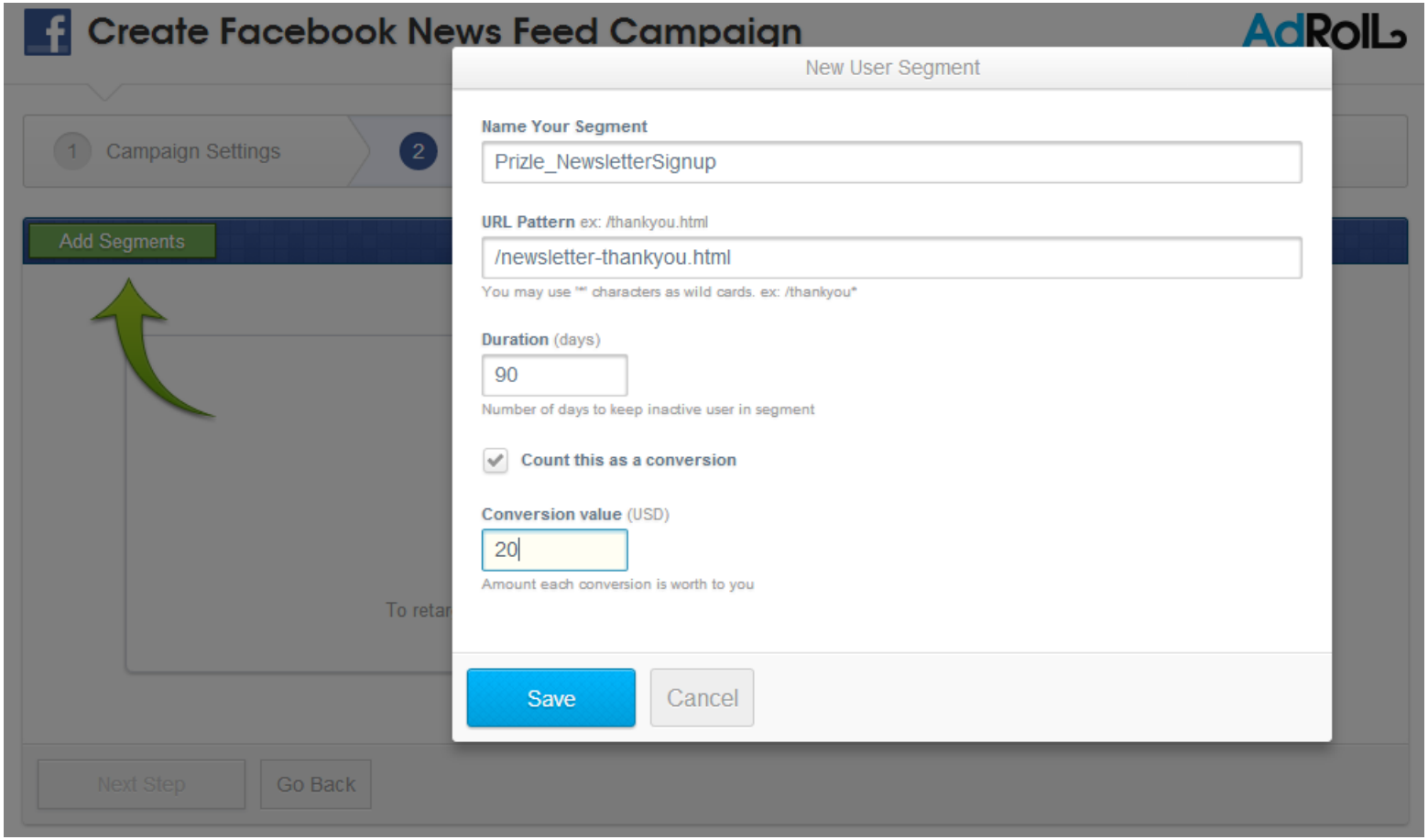
Step #2 – Target Visitors



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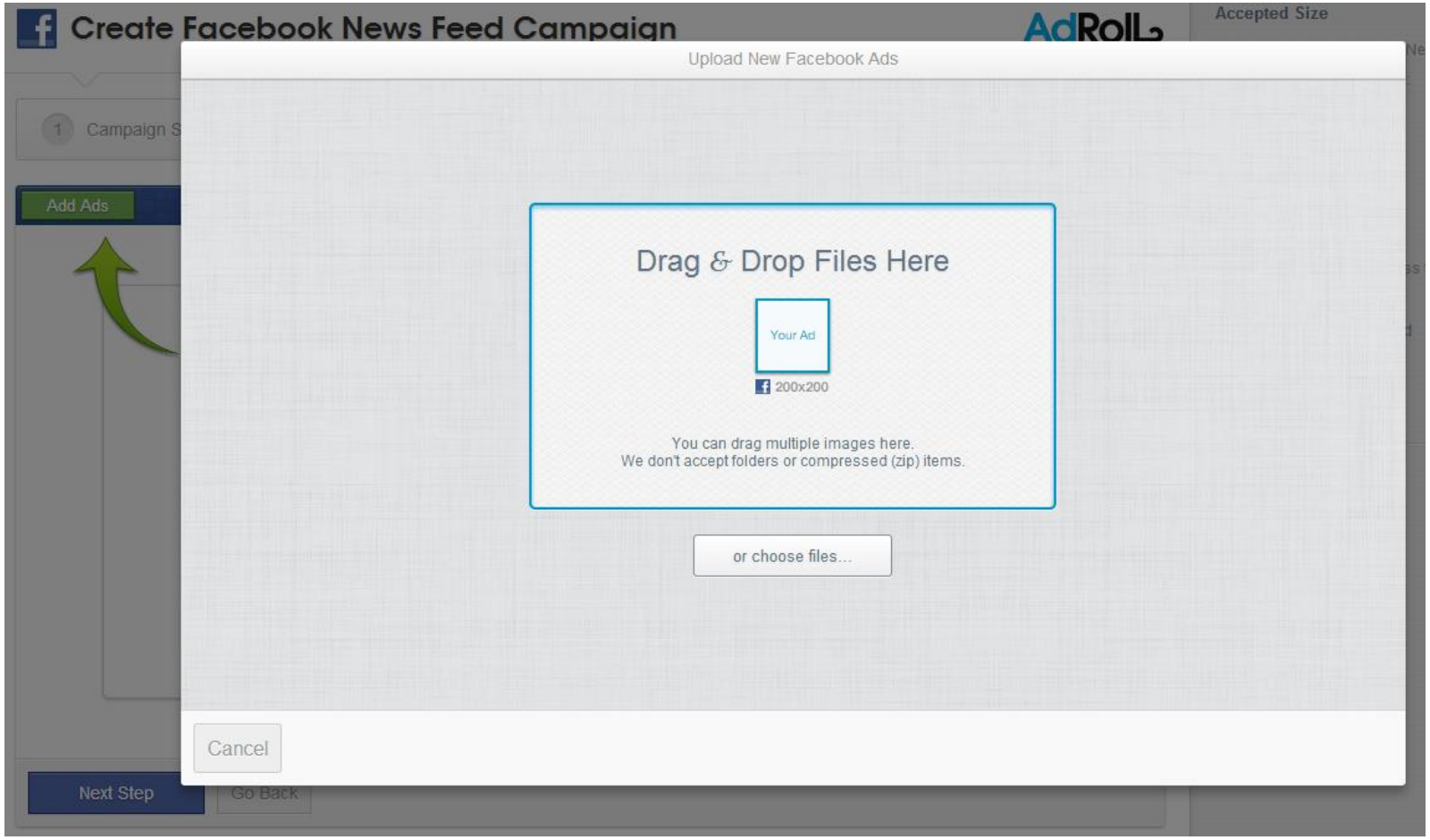
Step #3 – Add Ads



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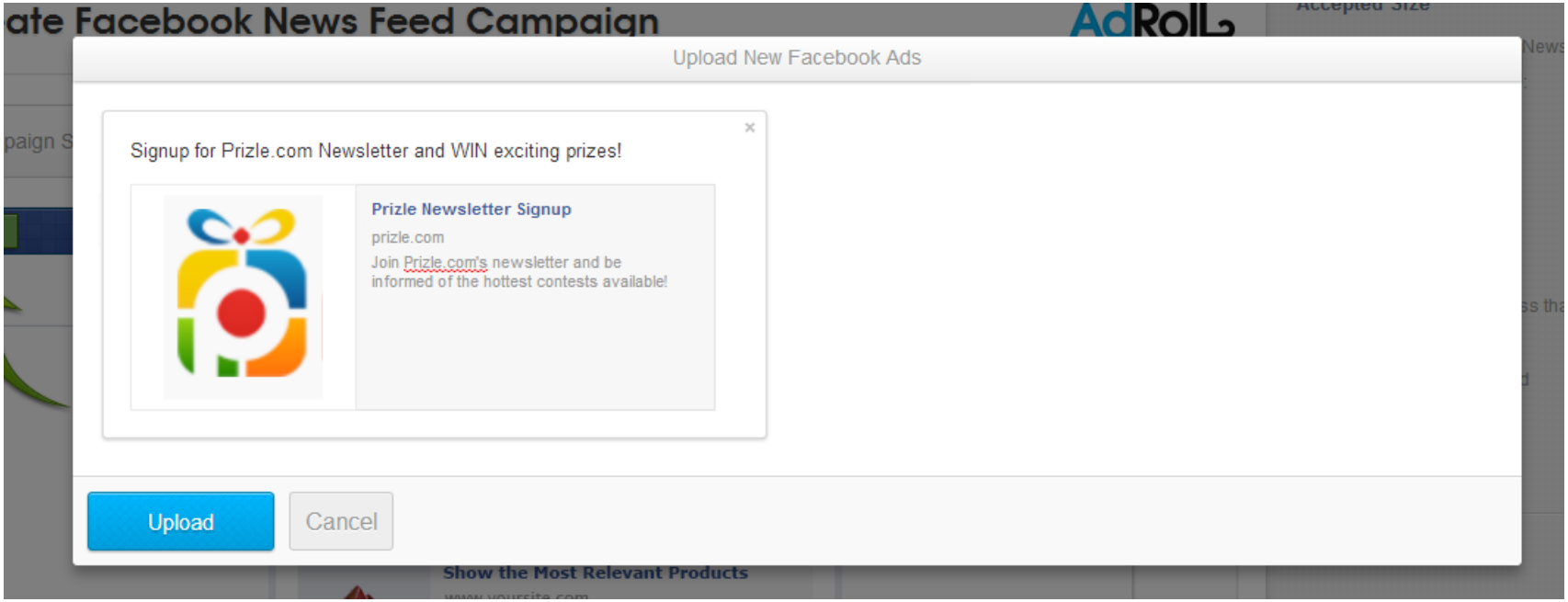

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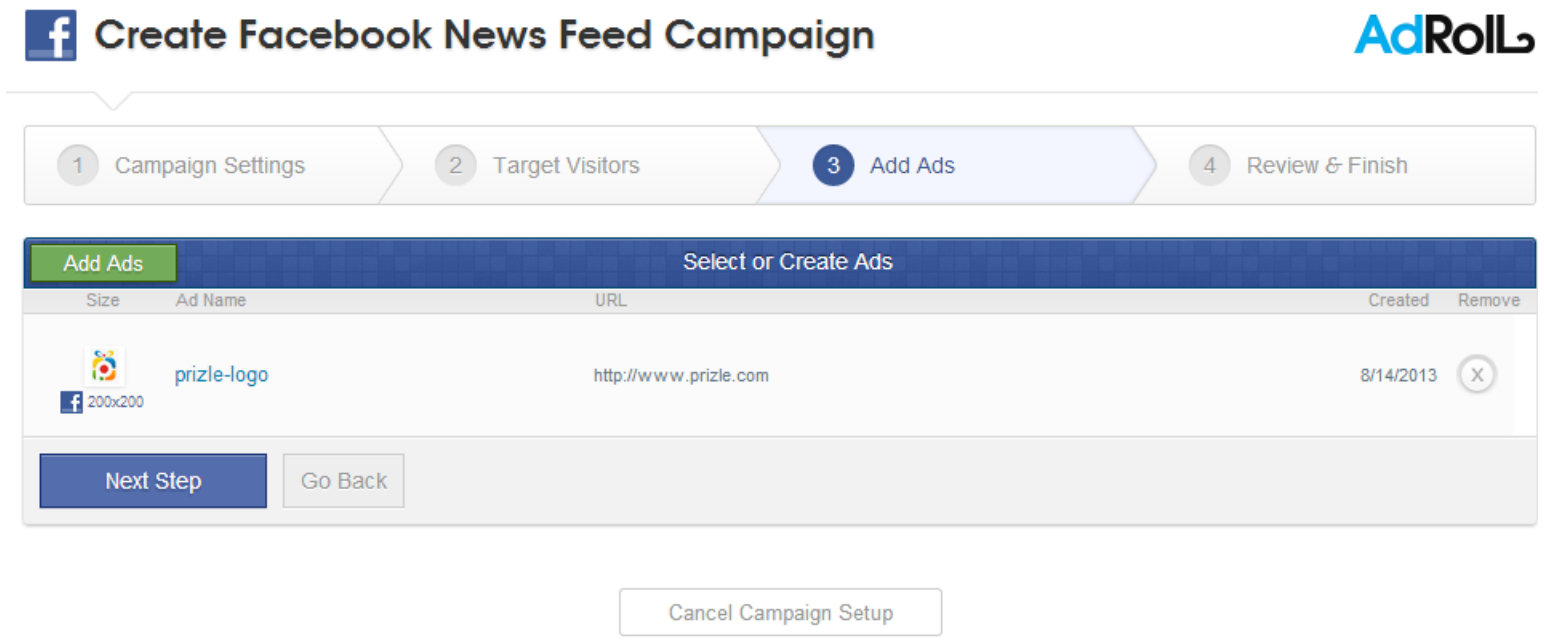
Step #3 – Add Ads



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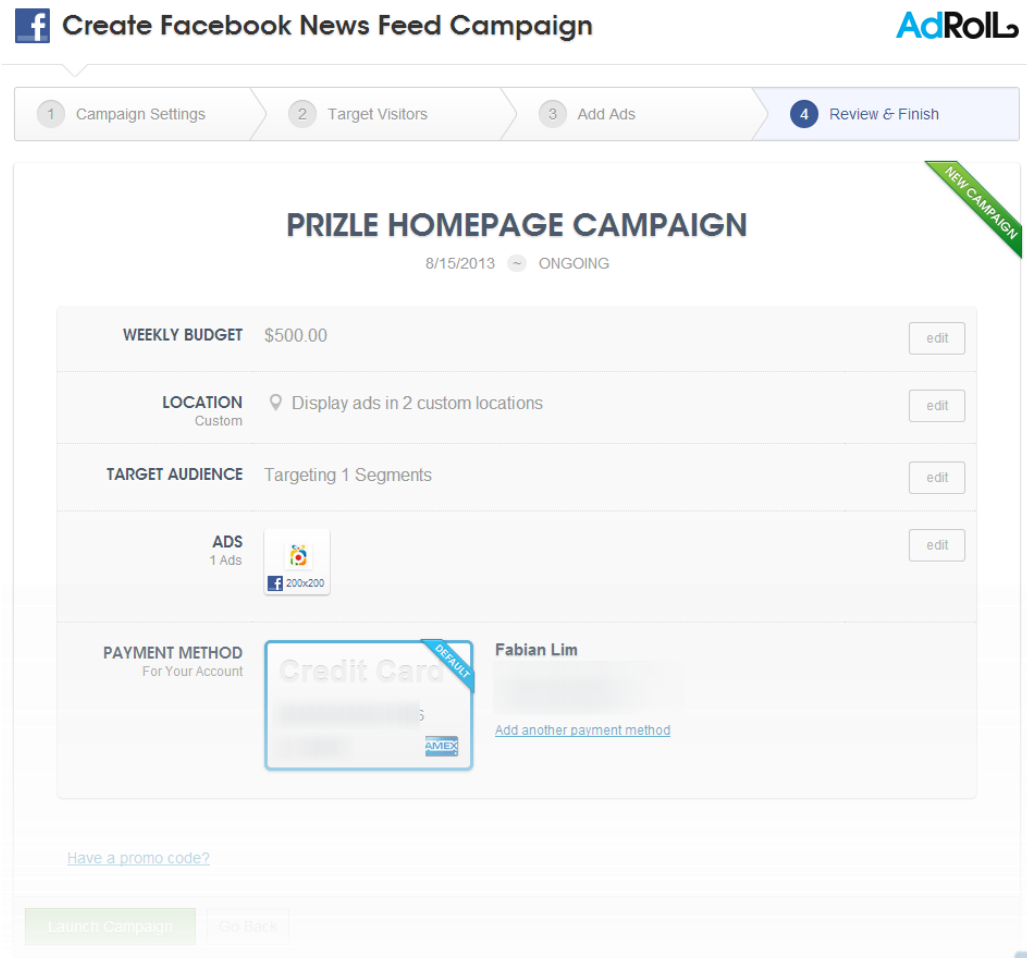
Step #4 – Review & Finish



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Recommended IAB Ad Sizes

Recommended IAB Ad Sizes

160x600 728x90 300x250

Requirements

- All ads must have a border
- The file size must be less than 45KB
- Ads cannot animate for more than 30 seconds
- View our complete Creative Requirements

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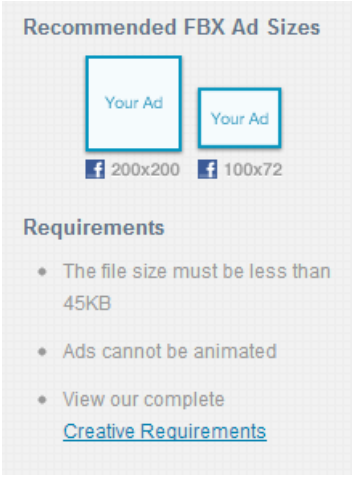
Recommended FBX Ad Sizes



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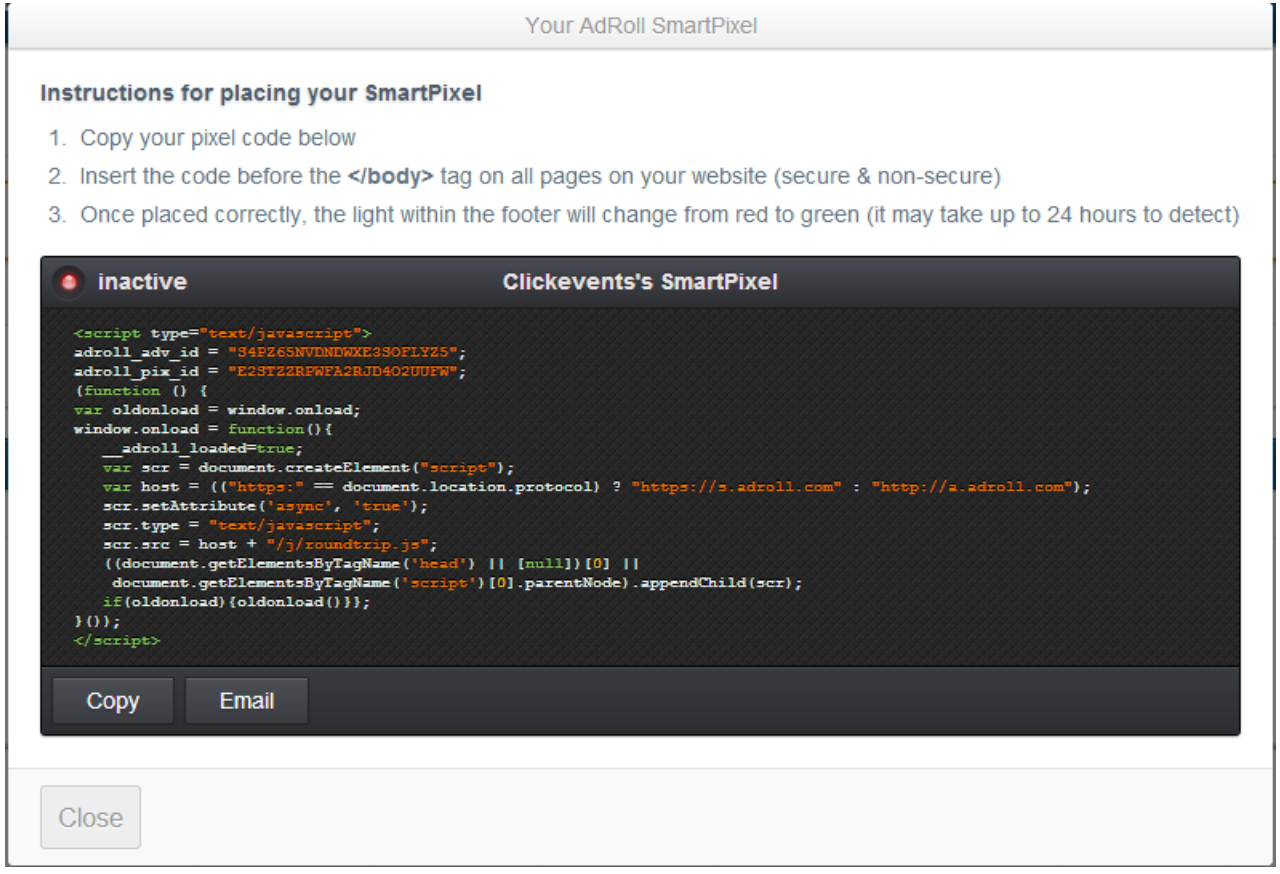
AdRoll SmartPixel



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Questions?

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