

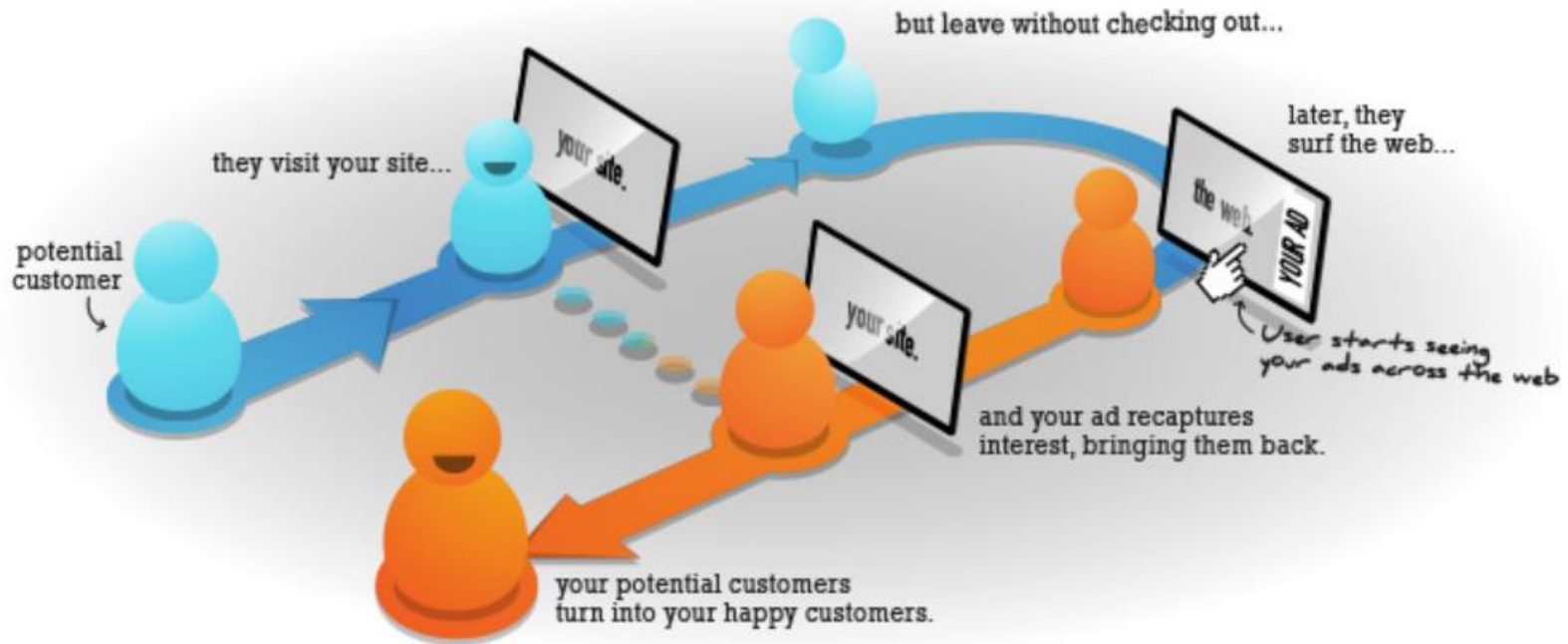
SEM Coaching - 45

Retargeting

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>

How Retargeting Works



Source: *Retargeter.com*

Signup For A Retargeting Account

AdRoll Offers FREE Two Week Trial

<http://www.FreeAdRoll.com>

AdRoll 1-877-7-ADROLL

Features

Why AdRoll

Pricing

Free Trial

Login

#1 Retargeting Platform

AdRoll is the **most effective retargeting** platform in the world. We're trusted by more companies than anyone else. AdRoll takes just **minutes to setup**.

[Start Your Free Trial](#)



Get More Customers
Only AdRoll can reach your customers anywhere

Facebook Exchange
Google
YAHOO!
Microsoft
Aol.

Why over 7,000 brands choose AdRoll for retargeting



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Signup For A Retargeting Account

AdRoll Offers FREE Two Week Trial

<http://www.FreeAdRoll.com>



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...

~ 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

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



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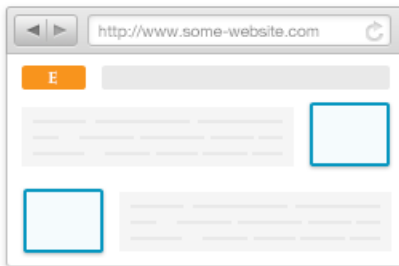
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Creating A Retargeting Campaign

Retargeting on the Web

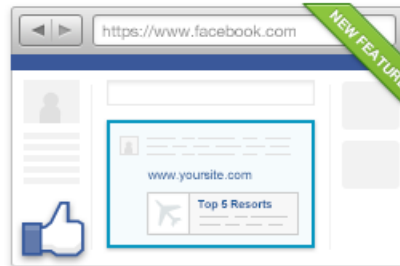
Retarget your customers on websites all across the internet.



Get Started

Retargeting in News Feed

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



Get Started

Cancel Campaign Setup

Retargeting on Facebook

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



Get Started

Creating FB News Feed Campaign

 Create Facebook News Feed Campaign

AdRoll

1 Campaign Settings

2 Target Visitors

3 Add Ads

4 Review & Finish

Campaign Settings

Campaign Name


Prizle Homepage

Weekly Budget [\(recommendations\)](#)

\$ 500

Minimum Budget \$25


Schedule

 Specific Start/End Date

Select a Date Range

Thu Aug 15 2013 — (no end date)

Location


 Custom Locations

Search for Locations

Malaysia

SEARCH

Selected Locations

 Malaysia *Country*

X

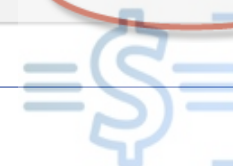
 Singapore *Country*

X

Next Step

Cancel

Show Advanced Options



Step #1 – Campaign Settings

f Create Facebook News Feed Campaign **AdRoll**

1 Campaign Settings 2 Target Visitors 3 Add Ads 4 Review & Finish

Campaign Settings

Campaign Name
Prizle Homepage

Weekly Budget [\(recommendations\)](#)
\$ 500
Minimum Budget \$25

Schedule
Specific Start/End Date
Select a Date Range
Thu Aug 15 2013 — (no end date)

Location
Custom Locations
Search for Locations
Malaysia **SEARCH**

Selected Locations

- Malaysia Country **X**
- Singapore Country **X**

Maximum CPM Bid
\$ 3
AdRoll Remarketing CPMs typically fall between \$1-\$3. If you set a cap lower than this, you will reach fewer of your customers.

Next Step **Cancel** [Hide Advanced Options](#)

Step #2 – Target Visitors

Create Facebook News Feed Campaign AdRoll

1 Campaign Settings 2

Add Segments

New User Segment

Name Your Segment

Prizle_NewsletterSignup

URL Pattern ex: /thankyou.html

/newsletter-thankyou.html

You may use "*" characters as wild cards. ex: /thankyou*

Duration (days)

90

Number of days to keep inactive user in segment

☒ **Count this as a conversion**

Conversion value (USD)

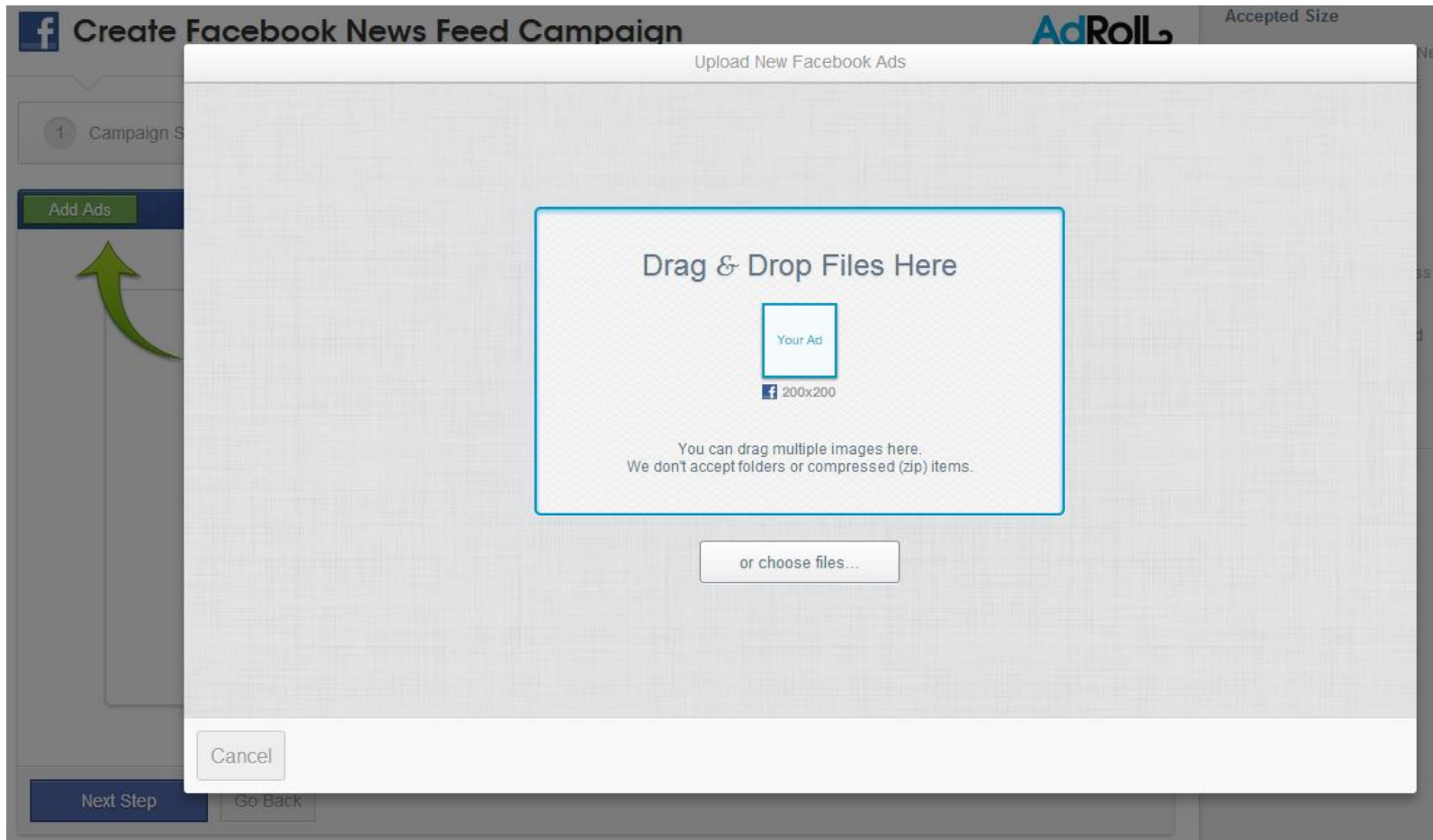
20

Amount each conversion is worth to you

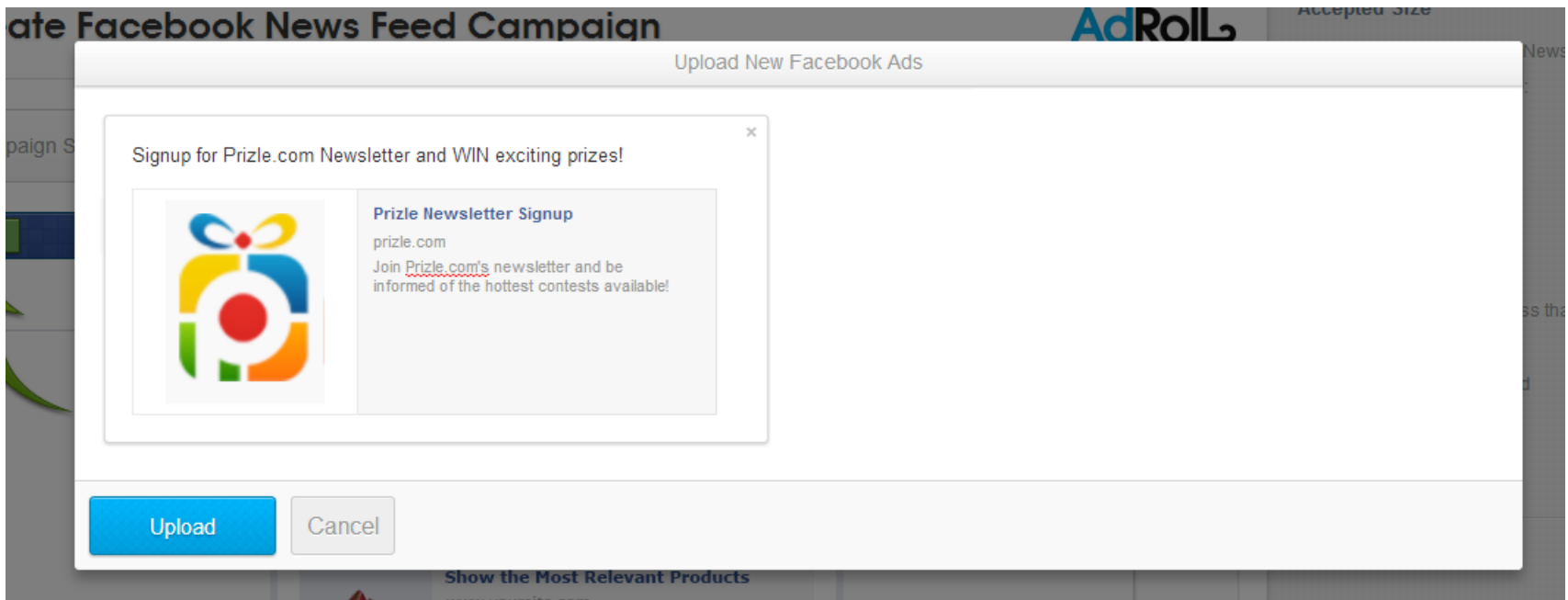
Save **Cancel**

Next Step **Go Back**

Step #3 – Add Ads



Step #3 – Add Ads



Step #3 – Add Ads



Create Facebook News Feed Campaign

AdRoll

1 Campaign Settings 2 Target Visitors **3 Add Ads** 4 Review & Finish

Add Ads

Select or Create Ads

Size	Ad Name	URL	Created	Remove
 200x200	prizle-logo	http://www.prizle.com	8/14/2013	

Next Step

Go Back

Cancel Campaign Setup



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Step #4 – Review & Finish

f Create Facebook News Feed Campaign **AdRoll**

1 Campaign Settings 2 Target Visitors 3 Add Ads 4 Review & Finish

PRIZLE HOMEPAGE CAMPAIGN
8/15/2013 ~ ONGOING

WEEKLY BUDGET \$500.00 [edit](#)

LOCATION Custom [Display ads in 2 custom locations](#) [edit](#)

TARGET AUDIENCE Targeting 1 Segments [edit](#)

ADS 1 Ads [edit](#)

PAYMENT METHOD For Your Account [Add another payment method](#)

[Have a promo code?](#)

[Launch Campaign](#) [Go Back](#)

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

Recommended FBX Ad Sizes



Requirements

- The file size must be less than 45KB
- Ads cannot be animated
- View our complete [Creative Requirements](#)

AdRoll SmartPixel

Your AdRoll SmartPixel

Instructions for placing your SmartPixel

1. Copy your pixel code below
2. Insert the code before the `</body>` tag on all pages on your website (secure & non-secure)
3. Once placed correctly, the light within the footer will change from red to green (it may take up to 24 hours to detect)

inactive

Clickevents's SmartPixel

```
<script type="text/javascript">
adroll_adv_id = "34PZ6SNVDNDWKE3SOFLYZ5";
adroll_pix_id = "E2STZZRPWFA2RJD4O2U0FW";
(function () {
var oldonload = window.onload;
window.onload = function(){
  __adroll_loaded=true;
  var scr = document.createElement("script");
  var host = (("https:" == document.location.protocol) ? "https://s.adroll.com" : "http://a.adroll.com");
  scr.setAttribute('async', 'true');
  scr.type = "text/javascript";
  scr.src = host + "/j/roundtrip.js";
  ((document.getElementsByTagName('head') || [null])[0] ||
  document.getElementsByTagName('script')[0].parentNode).appendChild(scr);
  if(oldonload){oldonload()};
}());
</script>
```

Copy

Email

Close



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Questions?