**RE-TARGETING MEMO**

Brands and e-commerce sites have been showing increased interest in re-targeting.

<http://www.invesp.com/blog/ad-retargeting-2/>

Breadcrumbs offers them the exact value proposition: hitting their customers for a 2nd, 3rd or further time when they might be more ready to finish the purchase. Only that here it’s just customers that actually have signed up to enjoy this service, which sets them up to be more responsive and thus likely to click back on the product “ad” (item on Breadcrumbs dashboard) than the average online shopper.