

# Retargeting Campaign Optimization (continued)

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## How to apply the optimal retargeting campaign?

Retarget only customers with predicted positive incremental value exceeding ad cost.

## Predicted Results

The optimal policy achieves the highest profit with minimal spend.

Policy	Profit	Targeting Percentage
Optimal policy	\$ 973.64	23%
No Retargeting	\$ 893.39	0
Retargeting all	\$ 836.27	100%

## Conclusion

- Retargeting is effective but should be applied selectively.
- Optimized policies significantly increase profit while reducing unnecessary ad spend.
- Further fine-tuning of bidding strategies can enhance efficiency and returns.