



REMARKETING

"A DIGITAL MAGNET"





What is Remarketing?



Remarketing is a marketing process that uses technology like marketing tags and tracking pixels to show extremely personalized ads to the users who have already visited a certain website or a landing page, but haven't converted yet.



The background features a repeating pattern of wireframe cubes in a light teal color. Overlaid on this are several large, semi-transparent arrows: a white arrow pointing right in the lower-left quadrant, a red arrow pointing up and right in the upper-right quadrant, and a yellow arrow pointing right in the upper-right quadrant.

How does it work?

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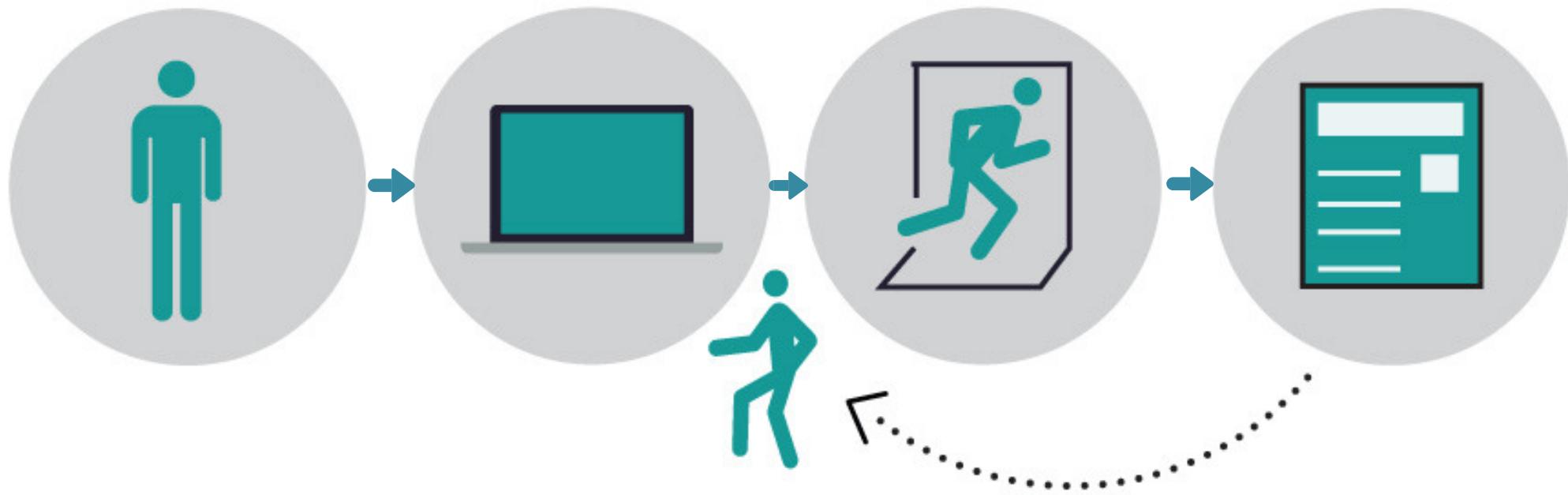


VISITOR

YOUR WEBSITE

VISITOR LEAVES

YOUR AD ON
OTHER WEBSITES



1

A user visits a website.

2

An anonymous cookie is dropped in the user's browser by a retargeting partner.

3

The cookie stores bits of information about the activity of the user online.

4

When the user of this cookie leaves your site, the cookie notifies the ad platform when the same user visits some other website.



Types of Remarketing

Dynamic Remarketing

The ads that contain specific products or services are shown to the users which they might have seen on your network before.

Standard Remarketing

Your ads are shown to the people who have previously visited your website while they are browsing other webpages on the display network.



Types of Remarketing

Video Remarketing

When a user who has watched / commented, or interacted with your video in any way, they'll get to see your ad on the same channel. E.g. YouTube ads.

Customer List Remarketing

Using customer match, you can upload contact information that your customers have given you. Then, when those users sign into their Google account, you can show your ads to them.



F A C T S

96%

of people who visit a website leave without completing the actions marketers want them to make!

70%

of people abandon their shopping carts without completing a purchase!



TIPS FOR EFFECTIVE REMARKETING



**TAILOR YOUR
ADS ACCORDING
TO THE
MARKETING
STRATEGY.**



**TRY TO OFFER
PERSONALIZED
EXPERIENCE TO
YOUR
REMARKETING
AUDIENCE.**



**SPOT THE
RESULT-DRIVING
WEBSITES TO
ADVERTISE.**

ADVANTAGES

#1

Better and wider access to the users who might buy your product.

#2

Performance reports that show the accurate working of your ads.

#3

You can make the sets of audiences and lists.

THANK YOU

for your time!

