



RETARGETING

Regain lost customers.

Don't miss out on lost business. Today's customers take time to research and reflect before making a purchasing decision. Now you can keep in touch and stay relevant to customers throughout their buying decision. Plus, increase return visits to your website.



8X

It's 8X more effective to bring back an existing customer than to get a new customer.

THE LMC GROUP, 2012



Retargeted consumers are nearly 70% more likely to complete a purchase than non-retargeted consumers.

SEOMOZ, 2011

50% MORE \$\$\$\$\$\$

Retargeted customers spend, on average, 50% more than non-retargeted customers.

SEOMOZ, 2011

KEY FEATURES:

- Repeated advertisements to those who have previously visited your site
- Messages can be adjusted based on customer responses
- Retargeting ad creation

Suggested product pairings:

ONTARGET - DISPLAY ADVERTISING

