

# Increase Conversions with **DIGITAL TARGETING & RETARGETING**

## DID YOU KNOW?

WEBSITE VISITORS WHO ARE RETARGETED with display ads are

**70%**

more likely to convert.<sup>1</sup>

Retargeting has the ability to **INCREASE CONVERSION** rates by almost

**150%**<sup>2</sup>

**26%** OF CUSTOMERS will return to a site through retargeting.<sup>3</sup>

## WHAT IS RETARGETING?

There are many ways to retarget an audience. Here are a few examples:



## 5 DIGITAL TARGETING TACTICS



### ADDRESSABLE IP DISPLAY TARGETING

Match the postal addresses of your target audience to serve ads when they go online.



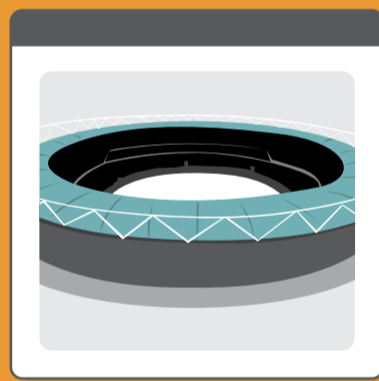
### GEOFENCE/GEOFOLLOW

Reach consumers based on their physical location in real time, then continue to advertise once they've left.



### OUT-OF-HOME IP TARGETING

Target laptops, desktops or smart devices to deliver ads while your prospects are on the go.



### LARGE VENUE IP TARGETING

Target concert-goers, sports fans and conference attendees with your digital messages.



### VENUE REPLAY

Target prospects who visited a venue, but are no longer there (for example, concert-goers who might be interested in the next concert event).

When you want to create multichannel campaigns, or retarget your prospects, talk to AccuData's digital experts.

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800-732-3440

**VISIT**

[www.AccuData.com](http://www.AccuData.com)

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### SOURCES

<sup>1</sup>Business to Community: <http://www.business2community.com/marketing/17-retargeting-ad-statistics-will-make-retarget-right-now-2-infographics-01464774#By47alb9WuTW9E.97>

<sup>2</sup>Reach Local Blog: <http://blog.reachlocal.com/how-does-retargeting-boost-search-advertising-roi-stats>

<sup>3</sup>Invesp: <https://www.invespro.com/blog/ad-retargeting-2/>

<https://99firms.com/blog/retargeting-statistics/#gref>

<https://www.spiralytics.com/blog/retargeting-statistics/>