

FAQs

Site Retargeting: Encourage Conversion Among Your Website Visitors

Q. What is Site Retargeting?

Site Retargeting is an advertising practice used to serve digital display ads to consumers following a website visit that did not result in conversion. Site Retargeting enables direct marketers to show product- or service-specific display ads on a consumer's device as they navigate online. The ads are designed to recapture the consumer's attention so that they return to the website.

Q. How does Site Retargeting work?

Site Retargeting relies on the use of a pixel to enable the display of relevant ads for up to 30 days following the consumer's initial visit to a website. When the visitor leaves your website and continues to browse other locations online, the pixel follows their journey, targeting them with your display ad. This pixel-based retargeting guarantees that your ad is seen by consumers that have visited your website.

Q. What is a Site Retargeting pixel?

A Site Retargeting pixel is a line of code that is placed on a website. The pixel becomes activated once a consumer visits your website.

Q. Do I need to update my privacy policy?

Yes! A small update to your privacy policy should be made. Please consult your legal advisor regarding the language that will be appropriate to your organization.

Q. How are my ads delivered?

AccuData works with top tier Demand Side Platforms (DSPs) to deliver ads to the audience of website visitors. DSPs are automated platforms that bring together online advertising buyers and sellers and is where bidding for advertising space from buyers takes place.



Q. Where will my ads appear?

With our DSP partnerships, AccuData can place ads on over one million websites featuring 30 - 50 billion advertising impressions per day. This accounts for approximately 90% of the available daily ad inventory on the Internet! Popular sites where ads may be placed include CNN, Fox News, MSN, and Yahoo. By default, your ads are never served on “vice” or adult-focused sites. We eliminate sites with a history of fraudulent traffic as well as the top 200 most popular children’s sites.

Q. What ad sizes do I need?

The standard display ad sizes are included below. We recommend that you provide at least one creative in each size to maximize available ad placement. While we can run campaigns with fewer sizes, it limits the available inventory and may result in your campaign taking longer to serve. Your files should be less than 50K in size. We accept JPEG and PNG file formats.

- 300x250
- 300x50
- 320x50
- 728x90
- 160x600
- 320x480

Q. Can I use animation in my ads?

Yes! Just keep in mind that if any animation is present within your ads, it should be a maximum of three loops.

Q. What if I don't have creative?

AccuData can help! Simply inform your Account Representative that you are interested in utilizing our creative services. We can assist you with each aspect of the creative process, including copywriting.

Q. What do I need to get started?

Getting started is easy! Once we have the following assets in place, we can begin your campaign: a signed Statement of Work (SOW), ad creative, and your website URL.

Q. How quickly can my campaign begin?

Your campaign will go live 2 - 3 business days from receiving all assets mentioned above.

Q.

What will I learn about how my campaign performed?

At the conclusion of your Site Retargeting campaign, you will receive a performance report that includes the total number of impressions served, total number of clicks, click-through-rate (CTR), time and day trends, a sample of the websites on which your ad may have appeared, the top performing creative, and behavioral insights.