

Site Retargeting

Continue the conversation with consumers that engage with your website

Integrate Site Retargeting in your marketing strategy to keep your message in front of those who have recently visited your website. Site Retargeting encourages conversion by serving relevant ads to website visitors across their online journey.

Benefits



Increase brand consideration by staying in communication with those that engage with your website



Easily showcase special offers or lesser known products with engaging display advertising



Improve marketing ROI by adding an additional digital touchpoint to improve conversion

Site Retargeting is the solution to convert website visitors into purchasers.

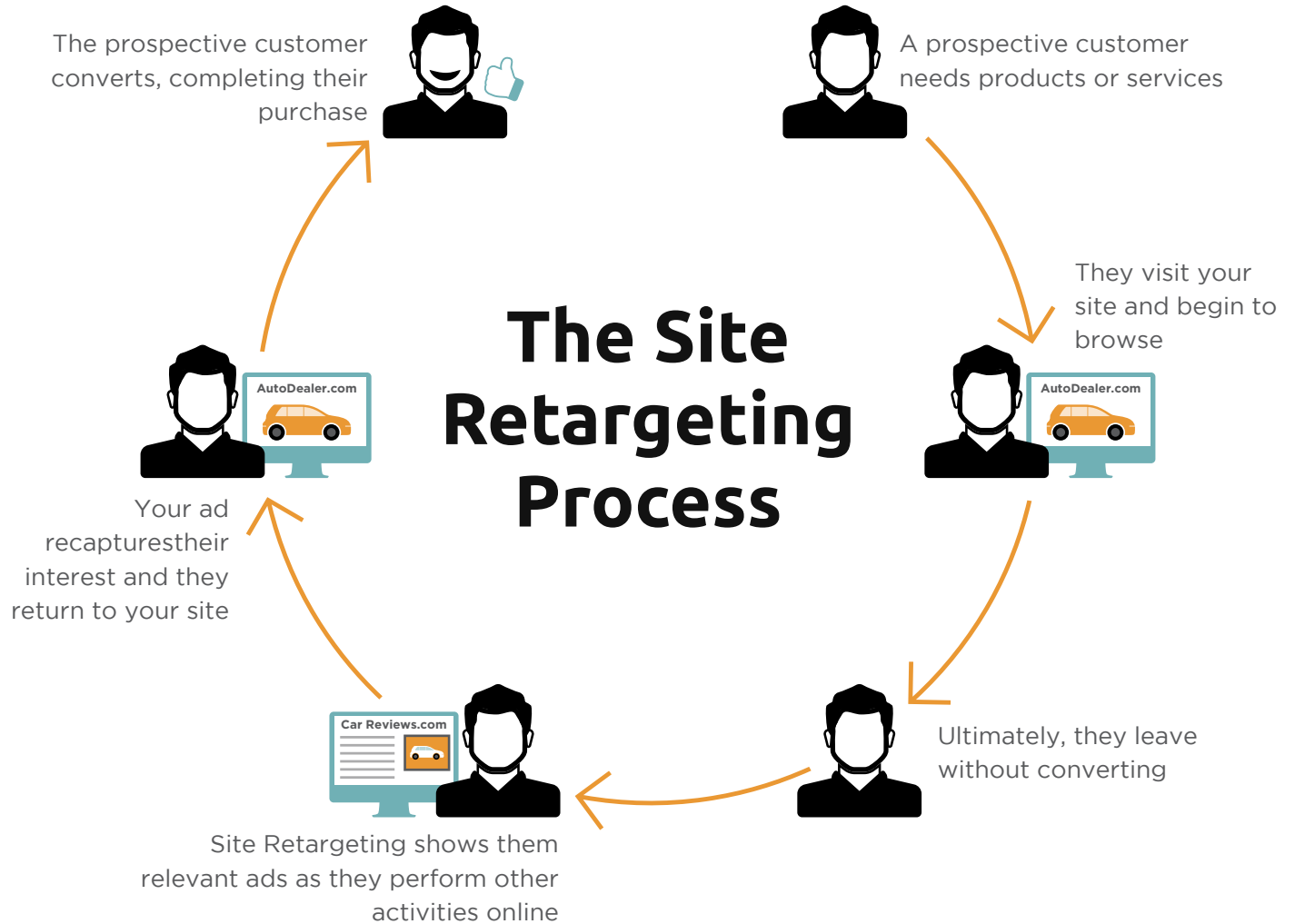
With so many things vying for the modern consumer's attention, it's no surprise that websites and online shopping carts are abandoned at such a high rate. In fact, roughly 98% of website visitors leave a site without making a purchase or submitting a form.

Site Retargeting converts website visitors into purchasers by re-engaging them as they move about the web. By staying top of mind with relevant, product- or service-specific ads throughout a customer's buying journey and enabling an easy path back to the brand's site, marketers typically see a significant lift in conversion.

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 sites online, the pixel follows their journey, targeting them with your display ads. This pixel-based retargeting guarantees that your ad is seen by consumers that have visited your website.





Services that Drive Website Traffic

IP Targeting

Like Direct Mail delivered digitally, IP Targeting serves digital display advertising to consumers or business buyers based on their physical address. Also known as Addressable Display, IP Targeting reaches new customers without the use of cookies.

GeoFence, GeoFollow, and Venue Replay

Leverage the latest in geofencing technologies to reach consumers based on places they visit. Ideal for targeting consumers that attend sporting events, conferences, concerts, hotels, or competitors' locations.