



RETARGETING AND DYNAMIC RETARGETING



Today you will learn

- What is Retargeting
- How Retargeting works
- The benefits of Retargeting
- What is Dynamic Retargeting
- The benefits of Dynamic Retargeting

What is Retargeting?

Retargeting or 'remarketing' enables advertisers to show personalised ads to users who have previously visited their site.





Ever had an ad follow you around the Internet?

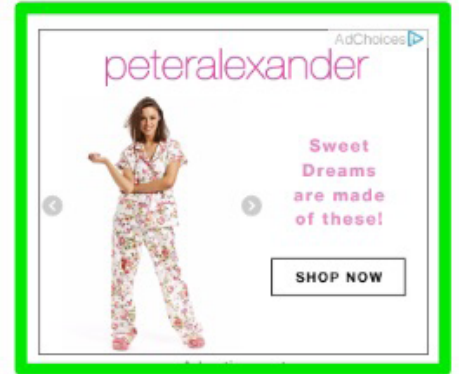
CNN Travel » Aviation | Business Traveller | Destinations | Features | Food/Drink | Hotels | Partner Hotels International Edition + 🔍 menu ☰


Nagoya is world-famous for being the headquarters of Toyota. Turns out its food is pretty darn tasty, too


TOP STORIES


 Can hotels be healthy?


 The best historic hotels of 2016 are ...

 **peteralexander** AdChoices Sweet Dreams are made of these! SHOP NOW


 Inside Shanghai's first 'seven-star' hotel

 Can mega-fast maglev revive Japan's rail reputation?

 What's it like to party at Dracula's Castle

 Mexico goes James Bond

Business Traveller >

 World's shortest commercial flights

A few days ago you were looking at the Peter Alexander website for some new pajamas and now this ad appears on the CNN website. **That's retargeting.**

The image is a screenshot of the CNN website. At the top, the CNN logo is on the left, and navigation links for Travel, Aviation, Business Traveller, Destinations, Features, Food/Drink, Hotels, and Partner Hotels are in the center. On the right, there's a link for International Edition, a search icon, and a menu icon. Below the navigation bar, a large headline reads: "Nagoya is world-famous for being the headquarters of Toyota. Turns out its food is pretty darn tasty, too". Below the headline, there are three main content areas. The first is "TOP STORIES" with a photo of a hotel room and the headline "Can hotels be healthy?". The second is "IN THE NEWS" with a photo of a historic hotel and the headline "The best historic hotels of 2016 are ...". The third is a retargeting advertisement for Peter Alexander, which is highlighted with a green border. The ad features a woman in floral pajamas, the Peter Alexander logo, the text "Sweet Dreams are made of these!", and a "SHOP NOW" button. The ad also has "AdChoices" and navigation arrows.

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TOP STORIES

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IN THE NEWS

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Retargeting Ad:

AdChoices

peteralexander

Sweet Dreams are made of these!

SHOP NOW

How does Retargeting Work?



How does Retargeting Work?

Retargeting works by adding a Google retargeting code to pages on your website you want to have correspondence with certain categories.

How does Retargeting Work?

You are selling hats.

- You create a 'hat' tag on pages you sell hats.
- Visitors who spend time on the 'hat' page will have a cookie placed in their browser.
- When visitors are searching other web pages, they will see your 'hat' target ad.
- Visitors will consider revisiting your website and purchasing a hat!

Benefits of Retargeting

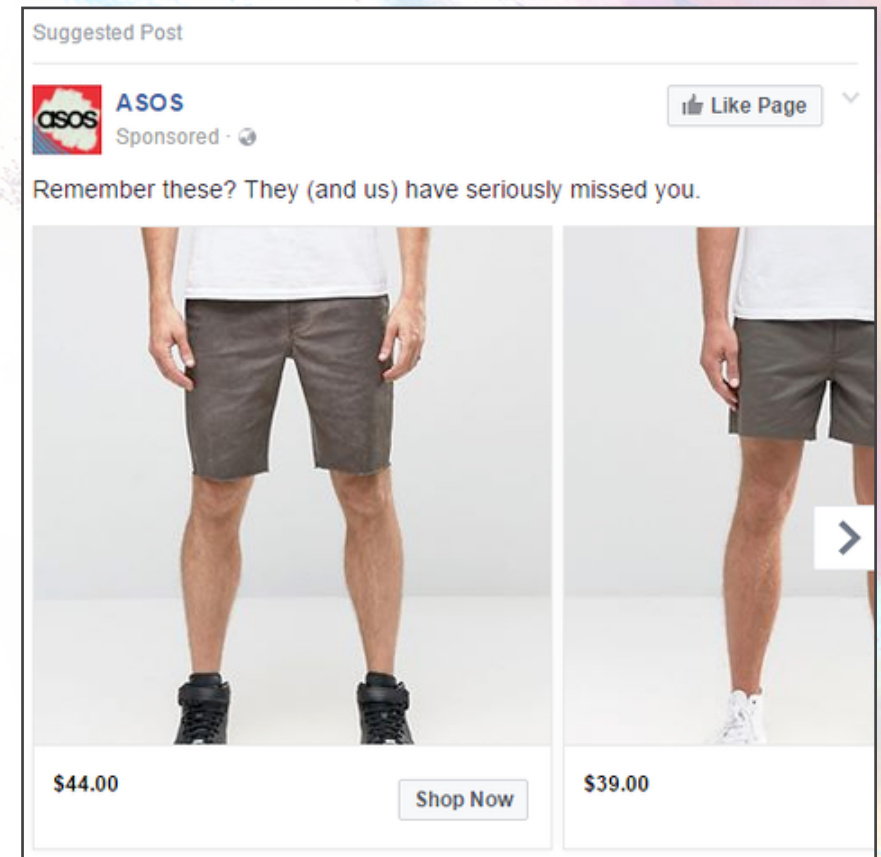
- Improving brand recall
- Improving conversation rates
- Ability to target a specific audience with specific message
- Improves relevancy of ads
- Reduces losses
- Increases sales and ROI

What is Dynamic Retargeting?

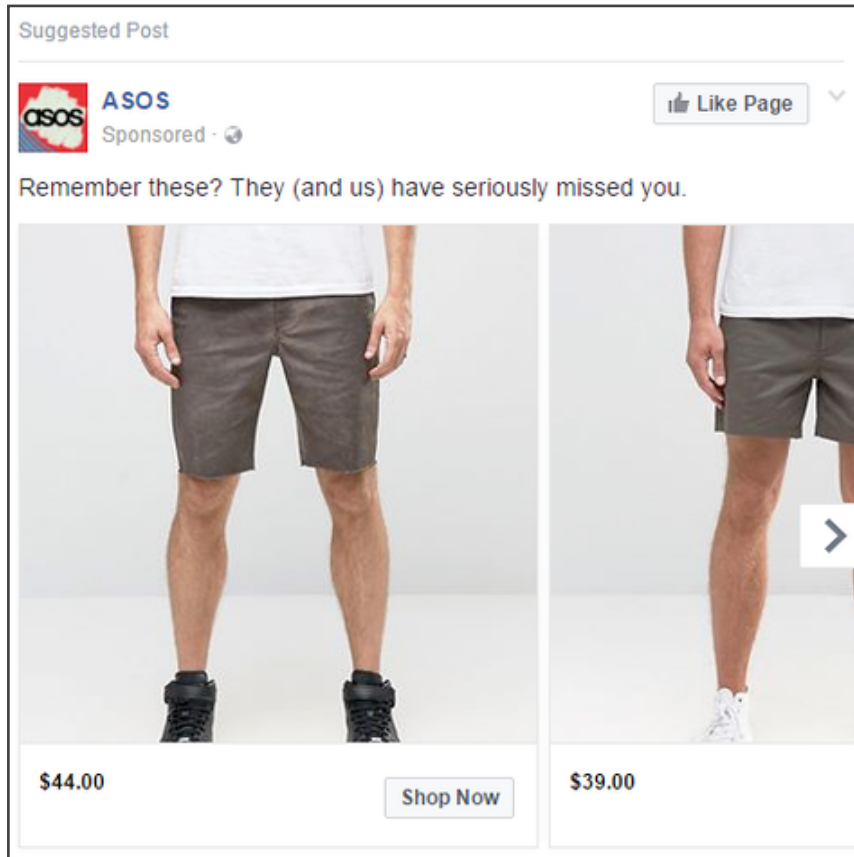
Dynamic retargeting allows you to show earlier visitor ads that contain products and services they have viewed on your site.

What is Dynamic Retargeting?

Dynamic retargeting was used in this case to remarket to you the exact same shorts you were planning on buying a few days early. This was retargeted to you on Facebook on the weekend when you had more time to purchase.



Remember those ASOS shorts you had in your shopping cart but didn't buy?



Dynamic retargeting
was used to remarket
to you the same shorts
a few days later on
Facebook.

Benefits of Dynamic Retargeting

- Recapture site abandoners
- Increase brand awareness
- Target and Invest in Qualified leads
- Increases sales
- Ads have ability to scale with your products or services
- Real-time bid optimization
- Provides comprehensive ad analytics to measure success

Contact us Today

Retargeting or Dynamic retargeting sound like an avenue you would like to explore for your business?

[CONTACT US NOW](#)

Or for more information on Retargeting or Dynamic retargeting

[VIEW OUR ARTICLE](#)