

Performance IN ADVERTISER'S GUIDE

RETARGETING

A central graphic featuring a target with concentric rings in red, white, and yellow, surrounded by numerous blue arrows of varying sizes and orientations pointing towards the center. One prominent arrow is shown in the foreground, pointing directly at the bullseye.

IN ASSOCIATION WITH

 advanced **store**

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sales@performancein.com



“The better you know and address your users, the more effective your specific retargeting campaign will be.”

– Marc Majewski, CEO advanced store

Retargeting, also known as remarketing in the Google universe, means targeting users with advertising messages that direct them back to a website or a product and encourage them to buy it. Well-conceived retargeting campaigns are characterised by excellent return and closure rates as well as a high ROI (Return on Investment).

However, there are also certain potential pitfalls when it comes to retargeting that all advertisers should be aware of. This is a step-by-step guide on how to successfully and productively use retargeting with as little effort as possible.

It is a question of when

Regardless of what kind of retargeting strategy you pursue, timing is always of the essence. The point in time when marking begins as well as the recency and frequency need to be taken into account. How long after visiting a page the user is approached again (recency) and how often the advertisement is displayed to him within a given time period (frequency) both affect the perception of the user. Aggressive retargeting will cause a defensive reaction in the user. In the worst case, he will feel pushed by the advertisers, which can damage their image. Thus frequency capping is generally a good idea. To be truly successful, you should pursue a retargeting strategy that is both individualised and smart.

How much effort are you willing to put in?

This question clearly needs to be answered based on a cost-benefit analysis. Generally speaking, it is important to ask yourself what you want the retargeting campaign to achieve. If, for instance, performance is the key issue, it should focus on actually selling the viewed products. But you might also want to make existing customers aware of supplementary products, which calls for a different strategy and other advertisements. The key to success is both in setting specific goals and in deliberate differentiation.

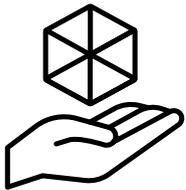
The following steps will show what levels of integration there are and what degree of differentiation each of them entails. From a quick and easy but very general form of retargeting to a very elaborate but very specific approach, we show what retargeting is all about.

Step by step



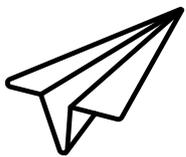
1. BASIC LEVEL: GENERALLY INCREASING AWARENESS

The most simple form of retargeting is to generally mark *all* visitors of your website the same way. Practically speaking, this involves including a global retargeting pixel in your website, without qualifiers. This is automatically triggered once the user visits the website. Now the user is marked and can later be specifically targeted with ads while visiting other pages. For this level of integration, the retargeting campaign employs general ads (e.g. including the company logo to increase brand recognition) rather than ads for specific products. After all, the users have been marked but not yet segmented. Furthermore, there is the uncomplicated option of cross-channel marketing; for instance, by advertising your Facebook page and thereby gaining more followers. This basic form of retargeting should be employed by anyone, especially since it is inexpensive to implement.



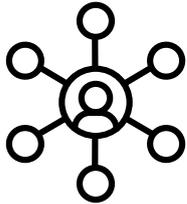
2. ADVANCED LEVEL: CLUSTER SEGMENTS OF THE PAGE

One way of retargeting in a more precise way is the segmentation of users by topic. This is about what part of the page a given user has looked at. Some groups of users, for instance those who have visited the start page or the imprint, jobs pages or the terms and conditions – so called info traffic – can be excluded from any retargeting campaign, because they are likely to generate an adverse conversion rate. On the other hand, it is possible to mark users who looked at specific topics (product categories, brand pages etc.) with a parameterised pixel and thereby adapt the advertisements they get to see accordingly. In the same vein, it is possible to address users who have not finished the checkout process and offer them special incentives such as discounts or free shipping. These are some of the simple steps to make a retargeting campaign more efficient and avoid scattering losses.



3. PRO LEVEL: DYNAMIC RETARGETING

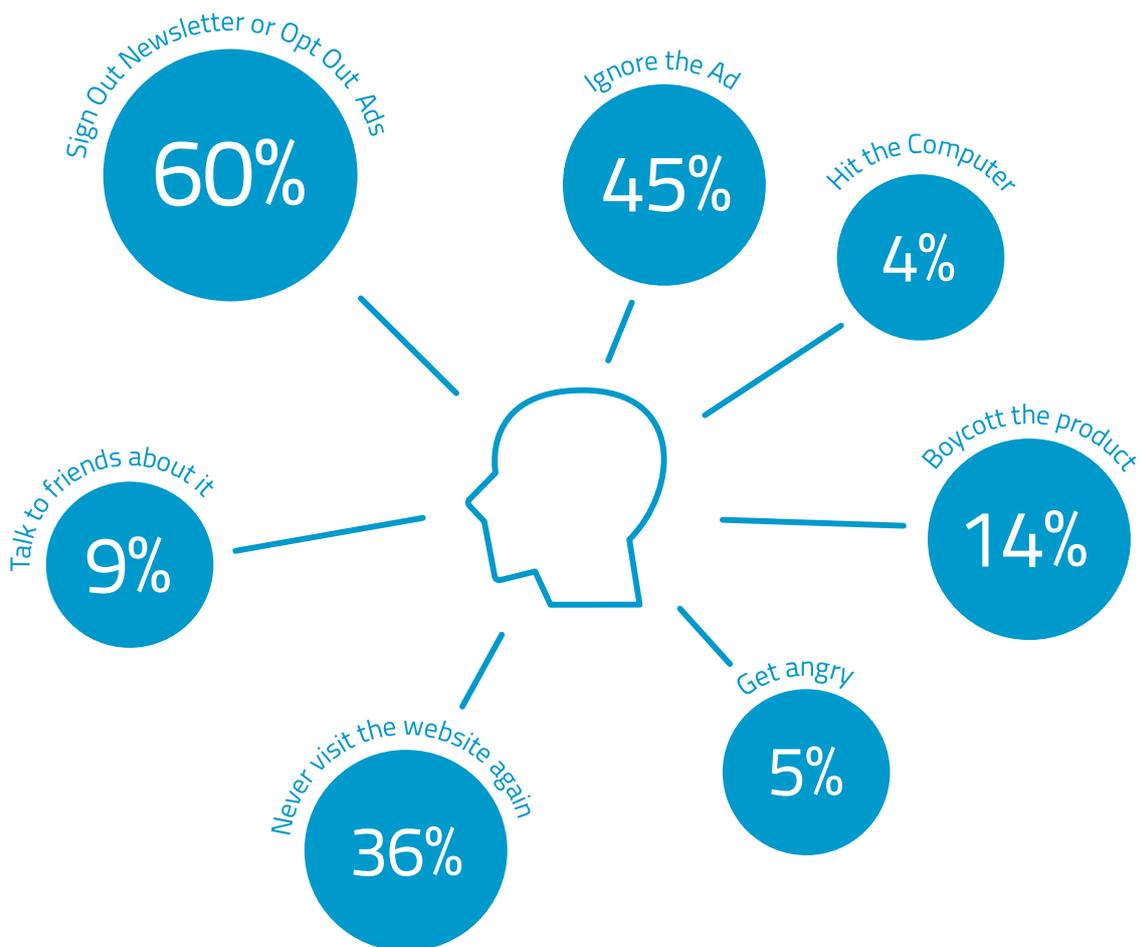
Knowing *where* a user has been on your page is a good start. For instance, if he was on a product page, it is safe to assume a direct desire on the part of the user. In order to be able to personalise the advertisements that the user is shown, it is necessary to go to the next level of integration: the 'where' leads to the 'what'. *What* exactly did a customer look at on a certain product page, for example? Or to put it another way: What product is at stake here? This is retargeting based on product data feeds, also known as dynamic retargeting. In this case, dynamic refers to the advertisement being presented according to the user and for a specific product. But the ad's contents can also be specific to a page or a category.



4. ADDITIONAL LEVEL: TOO MUCH OF A GOOD THING

When it comes to retargeting, there is one type of user that calls for a particular treatment: the buyer. This user has already taken action, i.e. there is only limited sense in advertising the same product(s) at him again. In such a case, de-marking this user, or alternatively developing a targeted upselling campaign should be considered. For example, he could be offered similar products, successor products, enhancements or accessories. If existing customers are offered a product that they have already purchased, this will be irrelevant to the user and can be perceived as annoying or pushy. The dramatic consequences that this can have are illustrated by the following diagram.

How do users react to pushy advertising?



Source: ad4mat study / ad4mat.com

Conclusion: How to make retargeting a success

Retargeting is relevant to any advertiser. As we have shown, getting involved in this form of online marketing requires very little effort. But if you want to do more than scratch the surface, you should focus on getting the segmentation and the level of integration just right. When it comes to either defining goals and setting strategies or technological implementation, it can be sensible to call on experts: collecting information on the users is only the beginning. Understanding how to then use this data in the best way and what *best practices* result from that, requires a certain degree of experience. This can include choosing the appropriate context within which the advertisements are displayed or using frequency caps in order not to rebuff users.

What's next?

Today and in the future marketing can only be efficient if it is combined with the latest technologies. At the same time, digital marketing needs to re-focus more on the user. Interpreting his behaviour correctly should be of the highest priority in the coming years. That is particularly important for remarketing campaigns: What do I have to present to the customer in order for him to come back and buy something? Furthermore, one does not need to be a clairvoyant to see, that Big Data plays an increasingly important role in the digital world. More precisely, audience data is the fuel for successful marketing campaigns naturally including retargeting. So one thing is truer than ever: Smart marketing choices require smart technologies *and* expertise.

How we do it

advanced store is a team of 42 creative minds dedicated to digital marketing in the heart of Berlin. We rely on our own technologies and flexible ideas to maximise the profit of our customers efficiently. Besides, we always keep an eye on emerging trends and needs to make our customers' work a whole lot easier and more profitable. Due to that we initiated our subsidiary **advanced audience**. With **advanced audience** we create access to e-commerce interest and intent audience data via programmatic buying. That's how we are able to ensure a fair data pricing in line to our customers' CPO (Cost per Order) goals. According to the different needs, we offer a huge range of content and brand categories to give the best fit for any campaign goals. Last but not least, the next level for retargeting is all about avoiding scattering losses by refining the way of advertising.



First-hand experiences



"With advanced store and its ad4mat team, we managed to double our sales in the retargeting segment compared to the previous year. And we did it with a lower budget! On the whole, the sales even tripled. Together we reconsidered our advertising concept and set a keen eye on what our customers truly want. Now we are increasingly active on a seasonal basis, for example on Valentine's Day or during the wedding season, and the changes bear fruit. The success speaks for itself and for advanced store. We are looking forward to continuing to work with these creative and sympathetic minds and, of course, to further increase our sales."

– Charles Libion, Digital Marketing Manager at mymms.de



"We have been working with ad4mat for years building a long-term partnership. It is a pleasure to collaborate with such an innovative, flexible and open-minded company. ad4mat goes beyond display performance and adapts to the user behaviour introducing Native Ads, Social Media and a wide list of innovative opportunities. The team is easy going, proactive and always keen to adapt their offer to the client's needs. Furthermore, thanks to their own analytics, ad4mat is able to constantly feed back and optimize the results they are driving for our advertisers."

– Leila Salamat, Managing Director at Awin Iberia & LATAM