



WHITE PAPER

# THE PERFORMANCE MARKETER'S **GUIDE TO RETARGETING**

**PART I**



# CONTENTS

## P03. INTRODUCTION

## P04. RETARGETING 101

P05. What is retargeting?

P06. Leverage buyer intent

## P07. BASIC RETARGETING STRATEGIES

P08. Web retargeting

P09. Retargeting on Social

P10. Retargeting on Mobile

## P11. THE PROCESS OF PERFORMANCE

P12. Collect

P13. Convert

P14. Optimize

## P15. INNOVATIVE USE CASES

P15. The Benefit of Facebook Retargeting

P16. Zendesk personalizes engagement throughout the funnel

## P17. CONCLUSION





# INTRODUCTION

**Why retargeting matters for today's marketing maverick.**

Retargeting has been a breakout tactic since marketers first made the shift from traditional trial-and-error programs to real-time programmatic campaigns. With retargeting, marketers can directly target the most promising individual consumers with personalized ads and messaging—focusing investment on audiences that are most likely to convert.

Retargeting introduced a simple, practical way to put programmatic ambitions and valuable customer intent data into action. With clearly measurable ROI and consistently strong performance, retargeting has undoubtedly become a must-have tool in the performance marketer's belt.

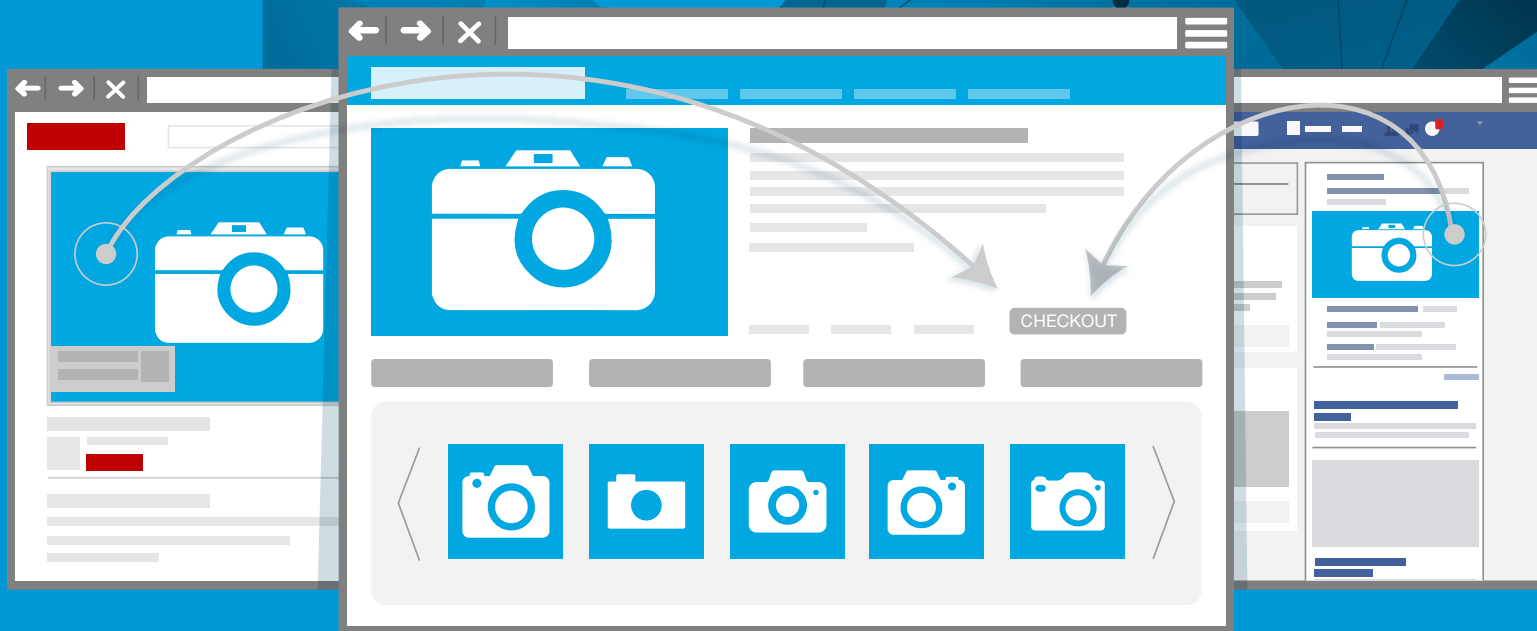
## THIS GUIDE EXPLAINS:

- What retargeting is
- How to set yourself up for success
- The benefits of engaging on social networks and mobile devices
- Creating ad creative that converts
- How to measure and optimize your retargeting strategy



# RETARGETING 101

Let's start by defining what retargeting is, and how it works for advertisers. 71% of marketers spend 10–50% of their entire online ad budget on retargeting.<sup>1</sup> Why? What does it do to drive results?





# WHAT IS RETARGETING?

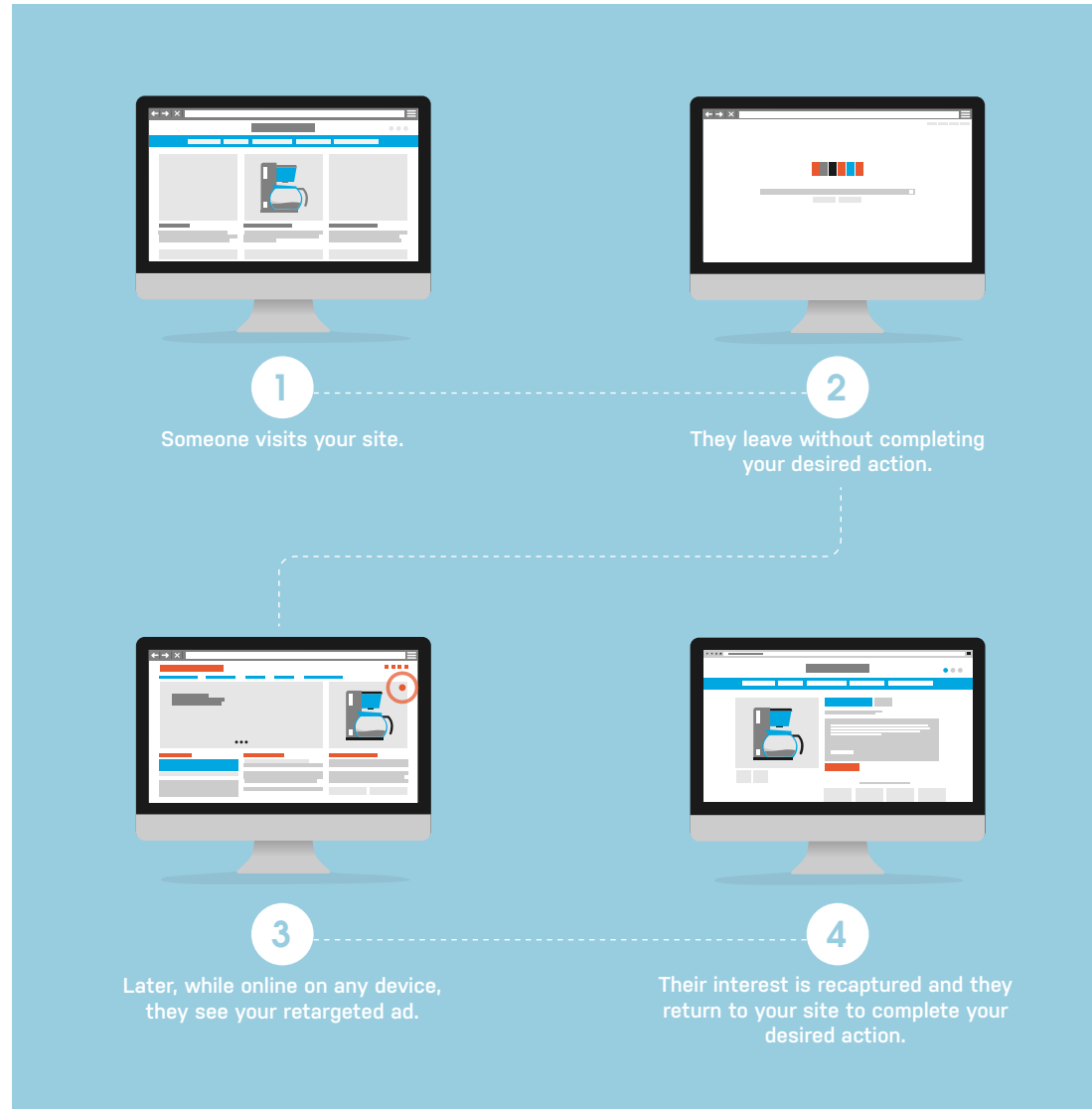
Retargeting helps you convert window shoppers to buyers, bringing users back to your site so they can make or complete a purchase.

Retargeting drives sales and conversions by keeping your brand front and center, so your message is top-of-mind when potential customers are ready to buy.

## HOW RETARGETING WORKS

First, a snippet of code—also known as a retargeting pixel—is placed on your website. The pixel collects essential, anonymous visitor data, including which pages a user visited, how long they spent on your site, and where they are in the world.

When a user visits your website, the pixel will also drop an anonymous retargeting “cookie” in their browser. This cookie leaves a trail of crumbs as potential customers surf online, so you can retarget them with display ads across the web even after they’ve left your site.





# LEVERAGE BUYER INTENT

In the programmatic era, buyer intent data is your most valuable marketing asset, but most businesses don't leverage it to its full potential. Retargeting takes full advantage of this buyer intent data, letting you customize the ads served to prospects based on the way they've interacted with your website.

Potential customers will see ads specifically selected for their interests, remaining engaged with your brand even as they navigate away to their favorite blog, news site, or social network.

Customer information most marketers act on:

- Demographic
- Geographic
- Household Income

Customer information retargeting helps you act on:

- Buyer intent
- Shopping cart information
- Device used





# BASIC RETARGETING STRATEGIES

When you're ready to get started, reach consumers by launching campaigns on the platforms and devices where they spend the most time.

## DESKTOP



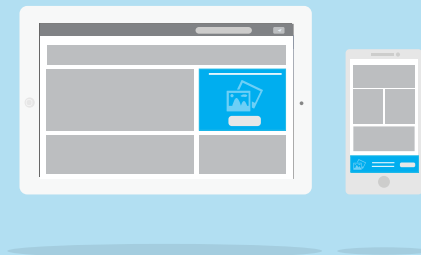
Bring visitors back to your page as they browse across other sites online.

## SOCIAL



Connect with customers while they're engaged, across the world's most popular social networks.

## MOBILE



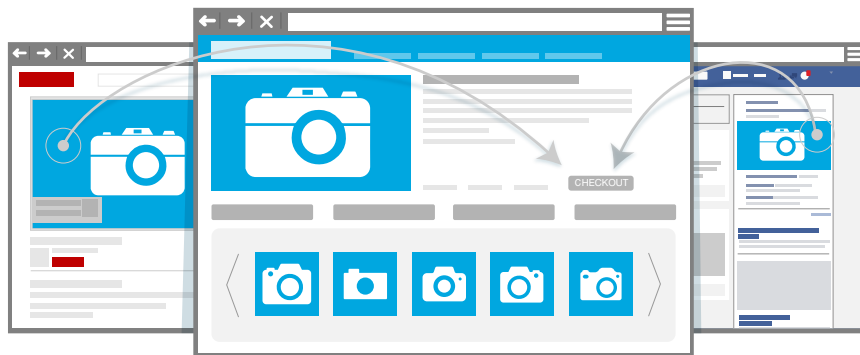
Don't wait for customers to come to you—reach your on-the-go audience wherever they take their mobile devices.



# WEB RETARGETING

Web retargeting is the combination of tailored messaging and targeted ad placement. Targeted display ads are bought via ad exchanges and served on news sites, blogs, and other locations online—wherever your customer might be browsing.

Web retargeting works well for e-commerce, tech B2B, media and entertainment, and generally any brand interested in engaging current or prospective customers online. It's a strong foundation for any retargeting program.



## CHECKLIST TO GET STARTED:

- Have you built out your customer base?**  
Retargeting works best when you have at least 500–1000 monthly site visitors.
- Do you have navigation that gives your site structure?**  
Functional navigation helps to promote accessibility, provide information about your business, and make it easy to create targeted audience segments down the line.
- Do you have creative resources for retargeting ads?**  
Your retargeting ads should be on-brand and relevant to your campaign. Some platforms, including AdRoll, offer services to help you easily create ads in the most popular sizes.
- Do your ads meet network guidelines?**  
Many of the largest ad inventory sources, including Google and Facebook, have strict guidelines about the content that can be advertised across their networks. Make sure your content is suitable to maximize exposure on the most popular sites and channels.
- Can users access your privacy policy from their ad landing page?**  
Industry regulations require that your privacy notice be accessible on every page your pixel is placed. A detailed privacy policy helps promote transparency, and lets users know how their information is being used.






# RETARGETING ON SOCIAL

Social networks give brands a direct line to extremely engaged consumers. Not only does retargeting on social give you access to some of the largest audiences online, it also lets you take advantage of native social tools such as shares, Likes, and comments to further expand your reach.

Many consumers turn to social media for product recommendations and reviews. Building up your presence on these platforms will help to familiarize customers with your brand.

As consumers spend more online media time on social networks, marketers are investing more in social advertising—with high returns. We surveyed AdRoll advertisers across industries running retargeting campaigns over a six-month period. On average, brands that added Facebook to the mix drove 2.8x more impressions, 3.05x more clicks, and 2.18x more conversions.<sup>2</sup>

## MONTHLY ACTIVE USERS:

 1.3 billion

 271 million<sup>3</sup>

US adults ages 18–29 spend 1.25 hours per day on Facebook and Twitter.<sup>4</sup>





# RETARGETING ON MOBILE

For today's consumer, mobile is by far the reigning queen of screens. Your customers take their mobile devices everywhere, and use them to buy everything from sunglasses to software.

Cross-device retargeting lets advertisers re-engage desktop visitors as they move to mobile devices, or retarget mobile site visitors when they turn to desktop computers to research larger purchases.

Given the amount of time consumers spend these days on mobile devices, it's a must-have channel for any advertiser looking to get out in front of audiences. Make sure you have a mobile-optimized site before launching your mobile ad campaigns, to create a flawless experience for customers and make it easy for them to complete a desired action.

## MOBILE TRENDING:

By 2016, there will be **2 billion** smartphone users worldwide.<sup>5</sup>

On average, smartphone users spend **3 hours** per day on mobile screens.<sup>6</sup>

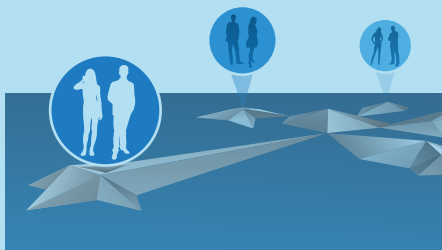




# THE PROCESS OF PERFORMANCE

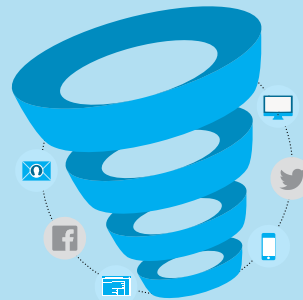
Before you even set up your first retargeting campaign, you should be thinking about the results you want to see and how you'll monitor for success. At AdRoll, we like to use a system of collect, convert, and optimize.

## COLLECT



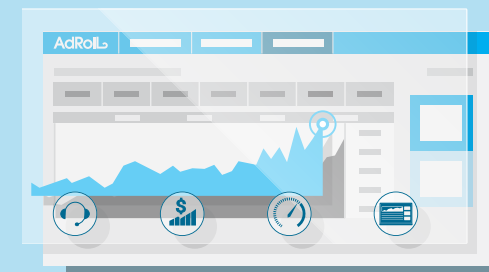
Effortlessly prep your first-party data for action

## CONVERT



Turn consumers into customers

## OPTIMIZE



Learn and enhance



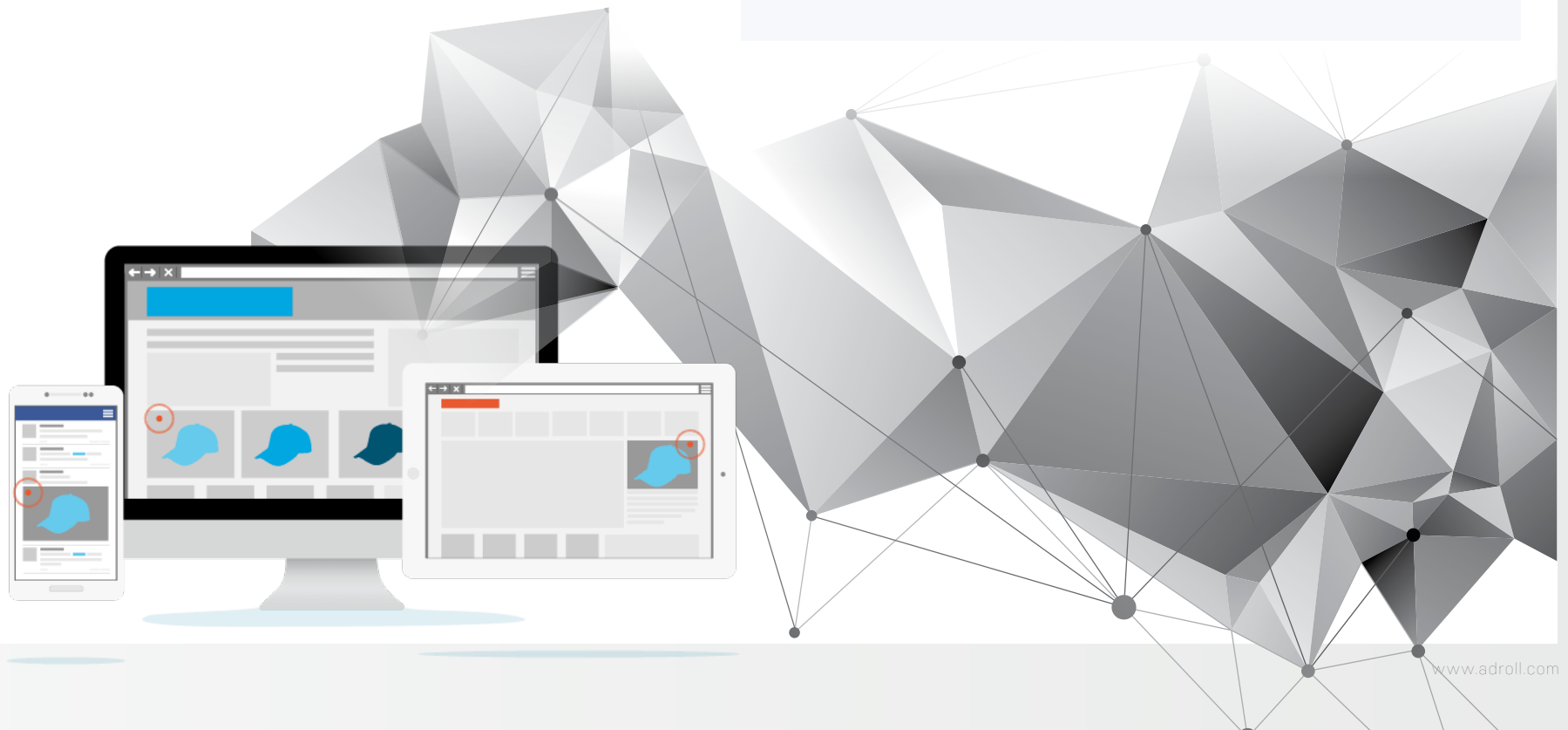
# COLLECT

When you set up your retargeting campaign, you'll automatically start collecting valuable information about your customers. Visitors leave a history of intent data while browsing your site that reveals a wealth of information about their interests and buying behaviors. As previously mentioned, this is the data that retargeting captures and acts on.

You can organize user intent data by creating basic audience segments for your retargeting campaigns. Audience segmentation lets advertisers group users based on actions they took on the website. Once you start collecting data to populate these segments, you can serve these targeted groups personalized ads based on demonstrated interests.

## BASIC AUDIENCE SEGMENTS TO GET STARTED:

- 1. All visitors.** This is your broadest segment, and will include everyone who visits your homepage.
- 2. Product.** Set up product segments for users who have looked at a specific page, product, or piece of content.
- 3. Cart segment.** Cart segments capture high-intent users who made it to your checkout page, but didn't convert. For B2B companies, this could be people who landed on a free trial page, but never filled in their information.
- 4. Conversion segment.** Finally, create a conversion segment to identify users who already converted. You can then exclude them from retargeting campaigns, or create new loyalty campaigns to encourage repeat purchasing.





# CONVERT

Once you've started collecting data, implement smart strategies to get these potential customers to convert.

Retarget site visitors with ad messaging and creative that will resonate. This is when your audience segments come into play: you can customize your ads to reflect the demonstrated interests of a particular group. Did a shopper place a product in their cart, but never complete a purchase? Show them an ad for that same product with a call-out for free shipping. Retargeting is about using the knowledge you have to drive shoppers down the funnel to conversion.

Ads with a strong call-to-action (CTA) get across to customers and let them know what to expect if they click through on an ad. Make sure you upload ads in the most popular sizes for web, Facebook, and mobile inventories, to maximize reach and exposure!



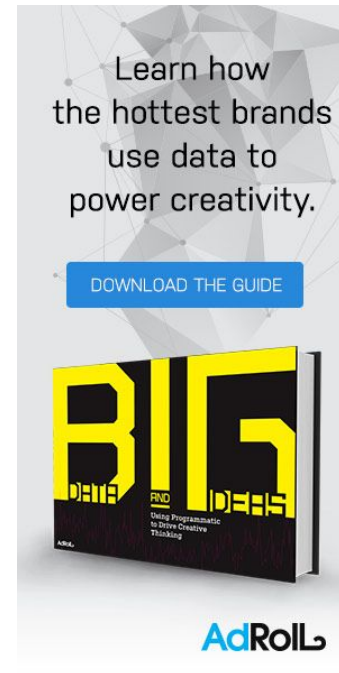
Facebook Newsfeed: 600x315



Leaderboard: 728x90



Wide skyscraper: 160x600



Large rectangle: 300x600



Medium rectangle: 300x250



# OPTIMIZE

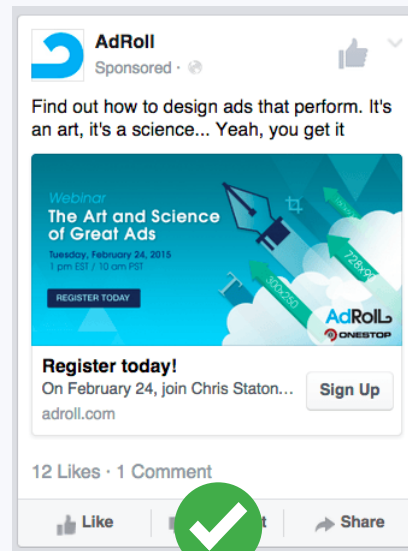
Make sure you're getting the most out of your retargeting campaigns by creating a culture of testing and optimization to drive your marketing strategy forward.

When developing creative, try using a subset of ads with different CTAs, color schemes, or copy. See which variables produce a higher click-through rate, and optimize your campaigns accordingly. You'll gain perspective on actual customer behavior that may change the way you approach your campaigns. Instead of going after cheap clicks, focus on generating incremental conversions, which is much more effective at moving the needle for the business.

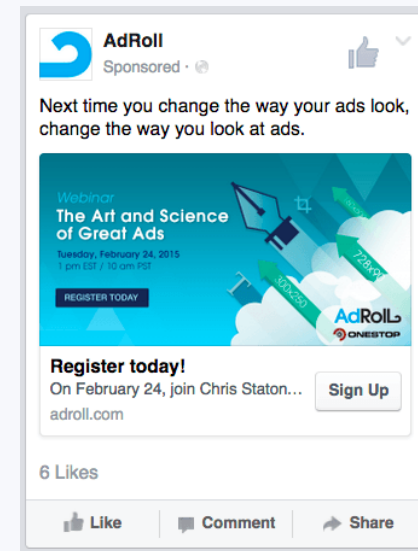
## TESTING FOR SUCCESS

Test variations on your creative to see what works best for your audience.

### CREATIVE A



### CREATIVE B



We ran two versions of the same ad creative on Facebook Mobile News Feed, with different variations on ad copy. Monitoring progress throughout the campaign, we saw that copy A was generating 3.75x more clicks, so optimized for the winning version. In the end, ad A drove 9x more conversions at 58% lower CPL compared to ad B.



## INNOVATIVE USE CASES

# THE BENEFIT OF FACEBOOK RETARGETING

Benefit San Francisco is a fun, exciting beauty brand featured in more than 4,000 stores and 35 countries. We've worked with Benefit to help promote their digital presence and drive both online and offline sales by targeting potential customers researching the brand online.

Benefit is a great example of an advertiser who maximized results by testing various ad creative elements and finding the right channel to engage with their audience. After seeing strong engagement and performance from their Facebook retargeting campaigns, we worked with Benefit to run over 20 creative variations, featuring different products and branding, for Facebook ads.

By optimizing performance with proven ad creative, Benefit was able to drive some incredibly impressive results: 8.5x ROI from Facebook retargeting, and 3.3x ROI on standard display.

As Benefit has showed, it's definitely worth it to test various ad creative and messaging when learning what works best for your audience. Test campaigns on different networks and platforms—desktop web, Facebook, Twitter, and mobile—to see what channels perform best for your products. As you start to see results, refine your campaigns and increase investment where you've seen the strongest performance.





## INNOVATIVE USE CASES

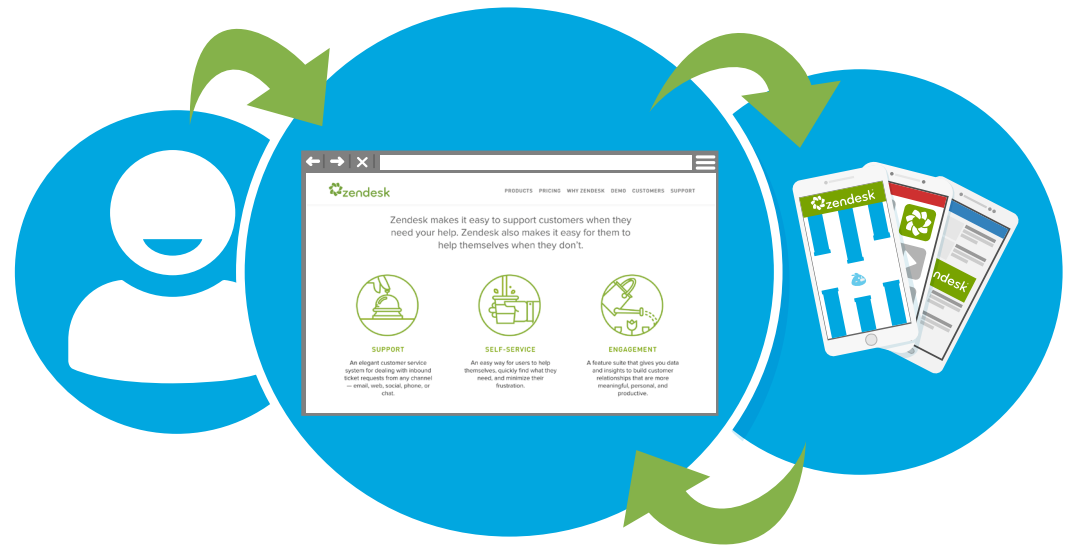
# ZENDESK PERSONALIZES ENGAGEMENT THROUGHOUT THE FUNNEL

Zendesk is beautifully simple software that takes customer service to the next level. During a period of rapid growth, we worked with Zendesk to make sure that they were connecting with the right audiences online.

Zendesk found that it often took as many as 20–30 interactions with a potential customer before they might sign up or convert into a sales lead. Given that, retargeting became a necessary tool for the marketing team to keep prospects engaged and nurture potential leads through the longer B2B buy cycle.

Zendesk implemented smart segmentation strategies to organize buyer intent, and created highly customized and personalized creative ads to reach these target audience segments. Messaging to these different segments not only helped the marketing team funnel leads further along to conversion, but also enabled them to target already converted users with opportunities for cross-sell and up-sell.

This is a great example of a B2B company that utilized audience segmentation tactics to help drive their retargeting strategy, and then implemented comprehensive tracking and attribution measurement to analyze the results.







# CONCLUSION

For many marketers, retargeting has introduced a new form of data-driven personalization to convert casual browsers into loyal buyers.

By simply placing a short snippet of code, marketers can turn valuable customer data into actionable advertising strategies—in real time. By collecting anonymous information on user behavior and intent, brands are poised to convert prospects by engaging them with the right creative and messaging.

Retargeting has become an integrated part of the customer journey. With cross-platform, cross-device campaigns, marketers can reach the same user as they move across the web, social networks, and mobile devices, creating a new level of engagement and interaction.

We hope this guide provided insight on how to develop a retargeting strategy that works for your brand, and how you can get the most out of your digital marketing efforts. Today, retargeting isn't just about driving conversions—it's paving the way for a deeper understanding of your customers and their journey.



## About AdRoll

AdRoll is the global leader in retargeting, with over 20,000 active advertisers worldwide. The company's innovative and easy-to-use marketing platform enables brands of all sizes to create personalized ad campaigns based on their own website and mobile data, ensuring maximum return on online advertising spend. The company has offices in San Francisco, New York City, Dublin, Sydney, London, and Tokyo. The company is backed by leading investors such as Foundation Capital, Institutional Venture Partners, Northgate Capital, Glenmede, Accel Partners, Merus Capital, and Peter Thiel. Learn more at [www.adroll.com](http://www.adroll.com).

## Sources

- 1 SOTI US, 2014.
- 2 SOTI US, 2014.
- 3 <http://www.forbes.com/sites/niallmccarthy/2014/10/14/facebook-versus-twitter-infographic/>
- 4 <http://www.emarketer.com/Article/Younger-Users-Spend-More-Daily-Time-on-Social-Networks/1011592>
- 5 <http://www.emarketer.com/Article/2-Billion-Consumers-Worldwide-Smartphones-by-2016/1011694>
- 6 <http://www.bloomberg.com/bw/articles/2014-11-19/we-now-spend-more-time-staring-at-phones-than-tvs>