

SITE RETARGETING

Stay top of mind after website visitors leave

Retarget the 97% of visitors that leave your website without taking action. Show them your ads while they're looking up sports statistics, following a recipe or reading celebrity gossip. When ready to take action, you will be the first in their mind.

Industry Example:

Jerry owns a heavy equipment dealership and is using some of the most common marketing tactics to drive traffic to his website. He uses Google search engine marketing to help keep his website ranked high on Google. He also keeps a good social media presence by actively posting on Facebook and Instagram. While Jerry has lots of traffic already coming to his website, 97% of visitors will leave before even contacting the business.

Louise who runs a lumber yard, is looking to buy a new forklift and was just on Jerry's website. She isn't ready to make a purchase yet, so she leaves the website. Later that afternoon, Louise is reading through industry news and sees an ad for the forklift she was looking at earlier on Jerry's website. The next day, Louise sees the ad again while shopping for safety equipment. How is this possible? Because Jerry uses Site Retargeting, he is able to continue delivering ads to Louise up to 30 days after she visited his website. It's been a few weeks and Louise is finally ready to make a purchase. Which familiar dealership does she visit? Jerry's!

Site Retargeting increases site traffic on average by 20%

Benefits:

1. Stay top of mind with interested buyers
2. Agency quality creative encourages users to convert
3. Improves and capitalizes on results you may already get from traditional media



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