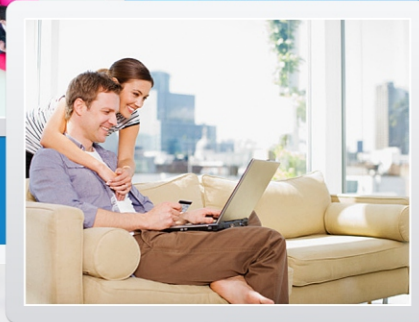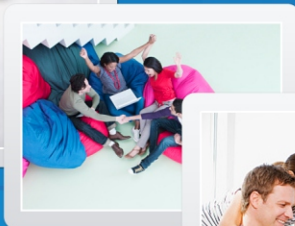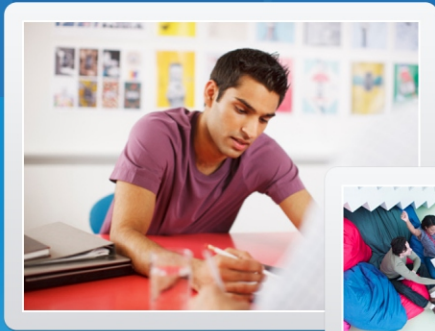# Retargeting
Powerful lead optimizing tool

adform

Introduction

It's a fact that most visitors to a web site (up to 98%) never register or purchase an item. So how do you make sure that those customers don't forget about you?

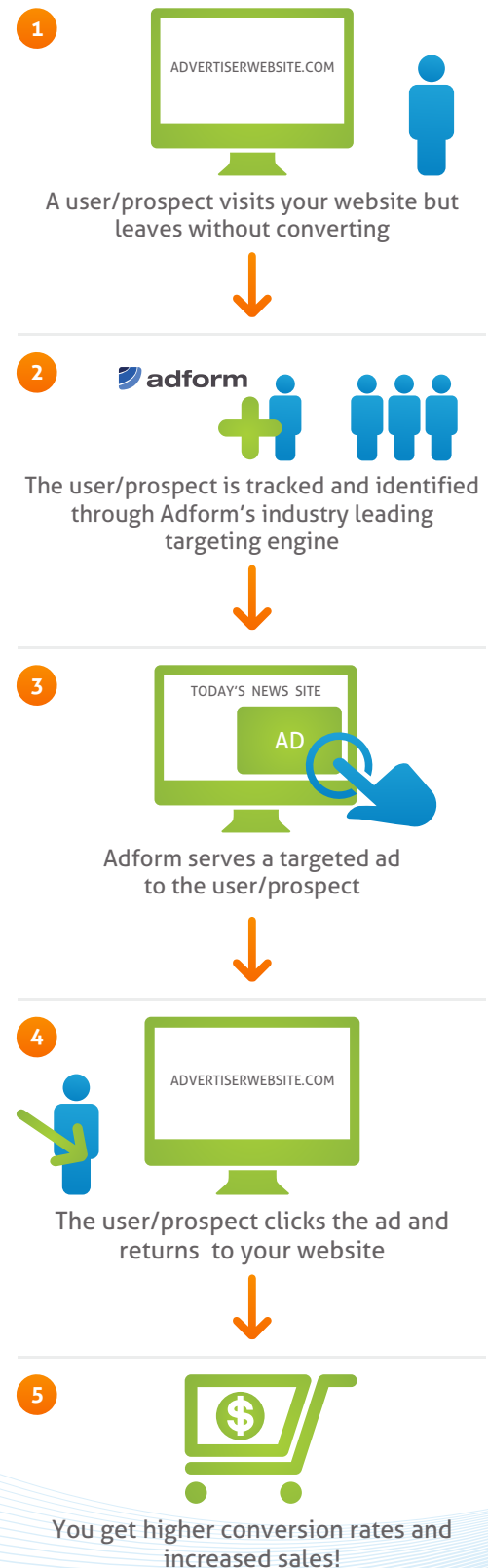**THE ANSWER: ADFORM RETARGETING!**

Adform Retargeting is an online advertising technique that re-engages a specific audience – Adform Retargeting uses tracking data to serve highly relevant messages that are delivered at the right point in the sales cycle.

Adform Retargeting campaigns are designed to persuade a customer to purchase, complete an online transaction they began but didn't finish, replenish a previously purchased item or purchase a complementary item.

The value of Adform Retargeting lies in the fact that many visitors do express an interest in the marketers brand or product. Therefore it is easier to match future creative to their specific interests, which in turn increases conversion rates and lowers acquisition costs.

Moreover Adform Retargeting can retain customer interest during the consideration phase and ultimately bring visitors back to the marketers' site to complete a purchase or take other desired action.

When done correctly, Adform Retargeting campaigns are the most targeted and engaging messages you can deploy as they're not only based on profiling attributes but also on precise customer behavior.

1 A user/prospect visits your website but leaves without converting

2 The user/prospect is tracked and identified through Adform's industry leading targeting engine

3 Adform serves a targeted ad to the user/prospect

4 The user/prospect clicks the ad and returns to your website

5 You get higher conversion rates and increased sales!

So, how do I get started?

5 easy steps and you are ready to boost your sales

There is a misconception that Retargeting campaigns are difficult to implement and even harder to maintain... That's no longer the case - with Adform Retargeting and these 5 easy steps you will be up and running in no time:

1 A single Adform tracking code is added to your website page(s). Prospects receive a non-invasive anonymous cookie containing no personal or identifiable information, spyware or adware.

2 Customized Retargeting banner ads are created for the campaign to encourage visitors to return to your website.

3 Targeting rules are easily defined with Adform's supreme Rotator feature

4 When a visitor comes to your site they might make a purchase or they may leave without converting – through the installed Adform tracking code each prospect is now uniquely identified.

5 Adform then re-pitches prospects with the product they almost bought and retarget purchasers with ads for complementary products and special promotions. As data like clicks, cart abandonment; purchase etc. is gathered, Adform's Retargeting engine automatically optimizes the campaign.

That's it! Through Adform Retargeting prospects will now be returning to your website and you will experience higher conversion rates and increased sales!

Integrated Retargeting

Adform Retargeting is fully integrated and supported by Adform's advanced ad serving technology including optimization and targeting tools like geographical and IP targeting. Furthermore Adform Retargeting integrates with Adform's Content Manager allowing advertisers to deliver and manage personalized and real-time dynamic messages

"**Adform Retargeting** adds a dimension to digital marketing that will provide market leading advertisers with more flexibility and more ways to achieve maximum performance from their digital marketing investments"

LARS M. B. ANTHONISEN
Marketing Director at Adform

Who is using Adform Retargeting?

Adform Retargeting for marketers

The Retargeting concept isn't new – these advertisers are already using Adform Retargeting to ensure that their target group receives appropriate ad content and to boost their sales:

What are the benefits?

Adform Retargeting is an amazing compliment to all marketing efforts that drives website traffic. Furthermore it adds new value to SEO and social media traffic.

Key benefits:

1. Easy to set up and manage

2. Fully integrated and supported by Adform's advanced ad serving engine and Content Manager

3. Fully integrated with Adform's unrivaled reporting system

4. Allows advertisers to continue the marketing conversation with customers after they leave their website

5. Excellently converts prospects into purchasers

6. Can significantly increase click-through and conversion rates

7. Can radically increase campaign ROI!

Up to **5x** higher conversion rate

Up to **500%** higher click through rate

Easy to setup and manage!

Case: Retargeting boosts 3's campaign ROI

The challenge

Fierce competition in the Telco industry means that Hi3G is constantly on the lookout for new conversion-generating techniques that can keep the price per conversion down.
Hi3G Sweden had a lot of prospects browsing their site without converting.

The solution

Adform Retargeting setup allowing Hi3G to re-pitch prospects with the product they almost bought and retarget purchasers with ads for complementary products and special promotions.

The result

After implementing Adform Retargeting Hi3G has seen significantly increased CTR- and conversion rates; compared to standard campaigns, Adform Retargeting campaigns has proven its value with a 500% increase in CTR (%) and 2 times higher conversion rates.
All in all Adform Retargeting helped turn 'window shoppers' into customers thereby giving Hi3G a staggering sales uplift!

"The results of using Adform Retargeting has been great with significantly increased CTR and conversion rates"

Johan Markus – Hi3G Sweden

The conclusion

1. Adform Retargeting can significantly increase click-through and conversion rates.

2. Adform Retargeting radically increases campaign ROI!

3. Adform Retargeting excellently converts prospects into purchasers and allows advertisers to retarget and up-sell their products.

About Adform

Adform is a leading supplier of products and services within digital marketing. The company was founded in 2002 and offers a digital universal solution consisting of campaign planning, ad serving, search engine marketing, web analytics and reporting.

Adform has leading clients in all major industries and delivered campaigns for over 2,700 clients across 4,900 global web publishers in more than 25 countries worldwide in 2010.

Adform has offices in London, Hamburg, Stockholm, Oslo, Milan, Wroclaw, Czech Republic, Vilnius and Copenhagen

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