

Retargeting

WHAT IS RETARGETING?

Retargeting, also known as remarketing, is a form of online advertising that targets people who have already visited your website. You've almost certainly been retargeted to already yourself. Perhaps you were shopping online for shoes and then left the site only to see an ad in your email program or some other website you visited with the exact shoes you were looking at from the exact website you were on. That is retargeting. It gives you another chance to convert visitors who left.



HOW DOES RETARGETING WORK?

Retargeting works in the background when someone visits your site. We install code on each page of your site that collects a list of visitors for later use to retarget to. Once that list is large enough (1,000 people), we can begin using that list to retarget ads for your service to these prior visitors.

WHY SHOULD I RETARGET?

Websites offering services and products typically have between a 1-2% conversion rate from first time visitors. Retargeting helps to bring back the other 98-99% by displaying your ads to them as they visit other sites. You generate greater conversions by keeping your brand in the minds of visitors, and you can even "sweeten the deal" by offering something extra to the visitors who see your retargeting ads.

CAN I RETARGET MORE THAN ONE SERVICE/PRODUCT?

Absolutely. We can create as many segmentation lists as you like. What we will generally do is create one "catch all" list and then create different segmentation lists depending on the different campaigns you want to run. If you want to just retarget to people who have visited a specific page of your site, we can do that, provided that the page gets at least 1,000 visitors to it within a 90 day period.

WHAT DO RETARGETING ADS LOOK LIKE?

Retargeting ads can come in a variety of sizes but generally here are the sizes we design for and some examples of successful retargeting ads.

160 x 600

**Paso Robles
Vacation Rentals**

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best scenery,
best places
to stay!

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pasoroblesvacationrentals.com

300 x 250

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Laser Hair Removal!
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to schedule your
appointment

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*Contact practice for full offer details

728 x 90

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WHAT DO RETARGETING ADS LINK TO ON MY SITE?

This is perhaps the most important part of the success of the retargeting mix. Some businesses will just have retargeting ads direct back to an existing page on their site, but we have found that for the greatest success, retargeting ads should be pointed to a *new landing page* created specifically for the retargeting ad campaign that is directly tied to the graphics and message of the retargeting ad. This not only helps with tracking conversions but it helps to position the visitor properly. Emphasizing conversions is particularly important on these landing pages.

WHAT KIND OF ROI CAN I EXPECT?

A great question and as you know, return on investment is a key focal point for us in everything we recommend. Based on prior performance, clients pay between \$2-\$11 per click on their remarketing ads. Accounting for ad spend and startup costs, it is definitely possible to have a cost per conversion of \$100 or less. If we are not hitting an acceptable ROI for your ads, we can adjust when and where they are appearing and even update ad text to make them more effective.

OK I GET IT. WHAT'S THIS GOING TO COST ME?

Sector45 packages retargeting and landing page design/development together to maximize effectiveness. Each package includes ad and landing page copywriting, design and development, form creation, testing, and ongoing monitoring of ad performance. Weekly charges from retargeting provider are not included but typically run \$3-\$30 per week depending on how many times ads are shown and clicked on. We've created three different options depending on the number of campaigns* you want to choose. If you don't fit into one of these options, don't worry, we can customize a plan for you.

* A campaign would be the offer/promotion you are going to do for one product/service.

Option 1 – Single Campaign - \$850

1 Ad Set (1 each of 160x600, 300x250, and 728x80 sized ads – 3 ads total)

1 Landing Page with form

Option 2 – Two Campaigns - \$1,500

2 Ad Sets (1 each of 160x600, 300x250, and 728x80 sized ads – 6 ads total)

2 Landing Pages with forms

Option 3 – Four Campaigns - \$2,500

4 Ad Sets (1 each of 160x600, 300x250, and 728x80 sized ads – 12 ads total)

4 Landing Pages with forms

Still have questions? No problem. Contact us on our website or email sales@sector45.com for help.