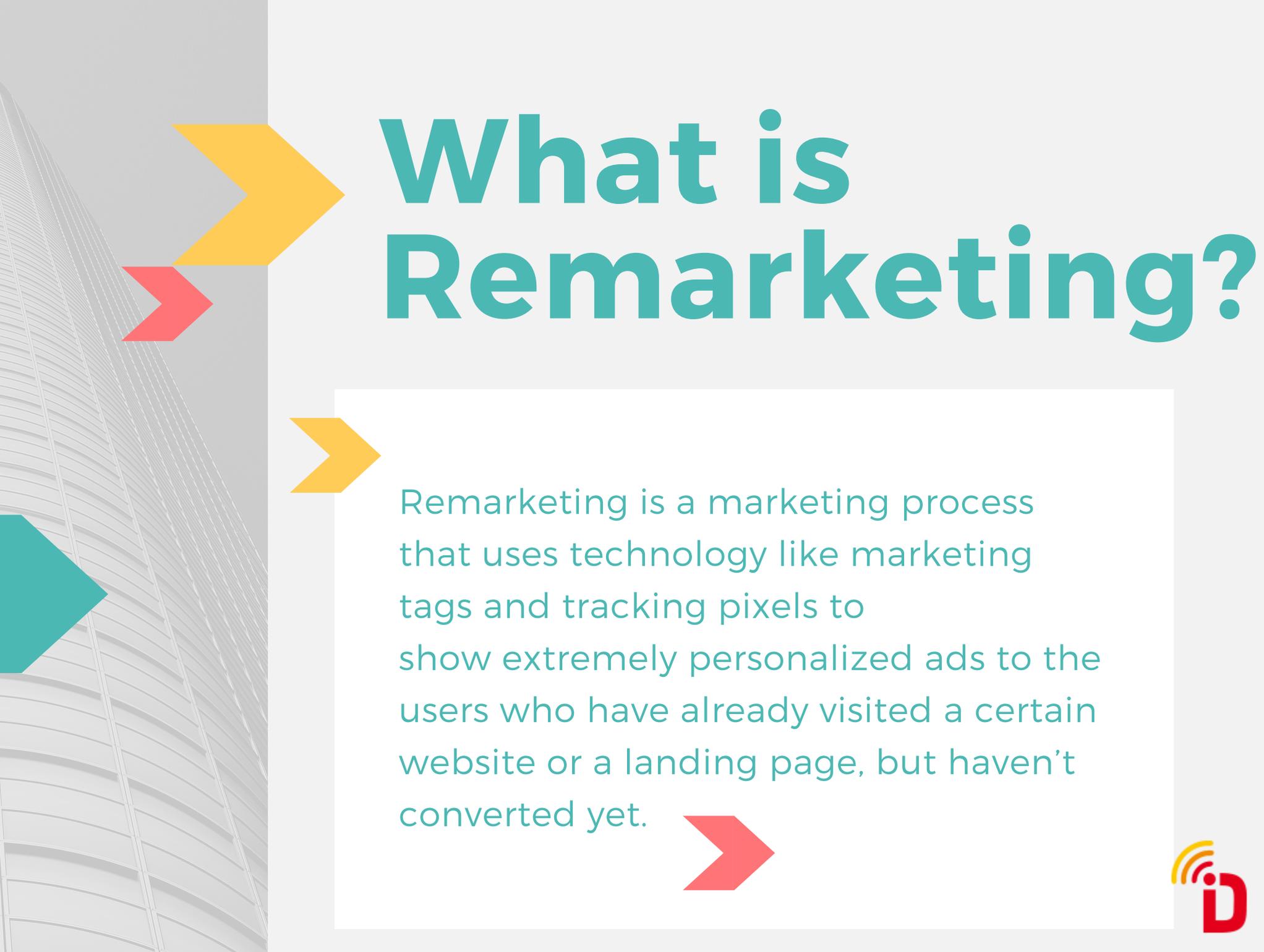




# REMARKETING

"A DIGITAL MAGNET"





# What is Remarketing?

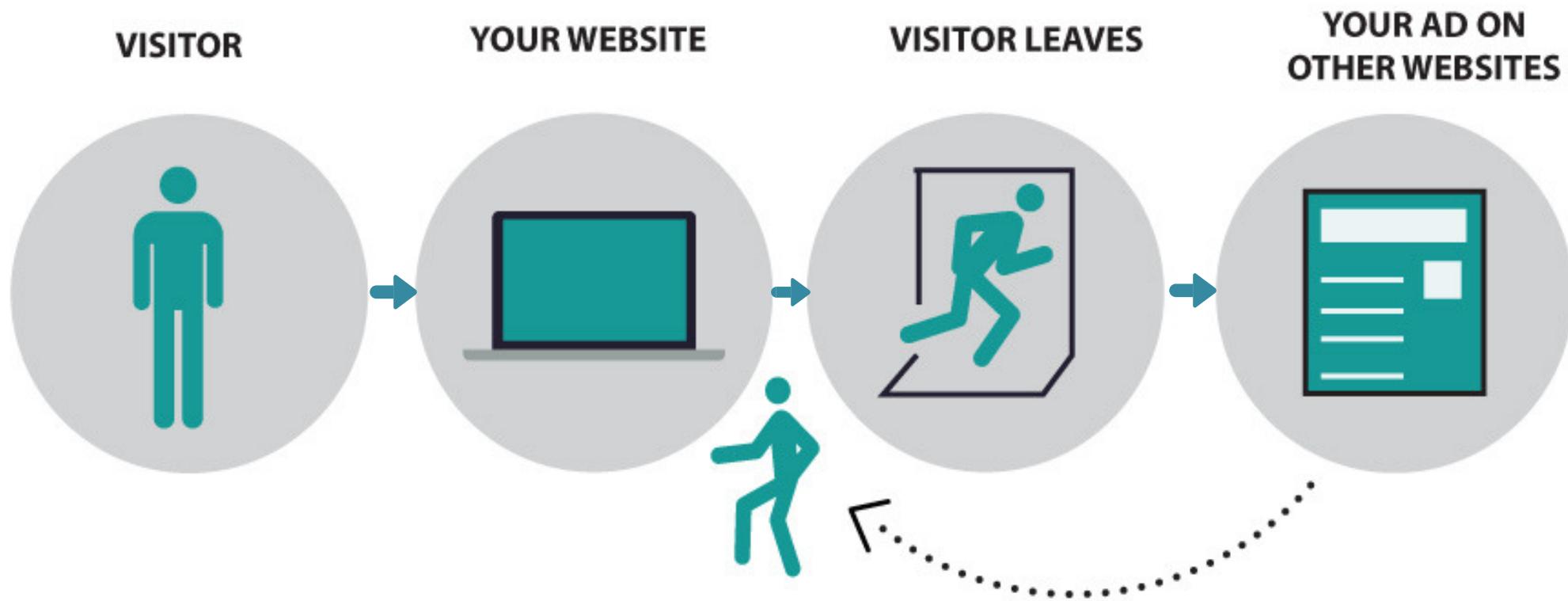


Remarketing is a marketing process that uses technology like marketing tags and tracking pixels to show extremely personalized ads to the users who have already visited a certain website or a landing page, but haven't converted yet.



”  
**How does it work?**  
“





- 1** A user visits a website.
- 2** An anonymous cookie is dropped in the user's browser by a retargeting partner.
- 3** The cookie stores bits of information about the activity of the user online.
- 4** When the user of this cookie leaves your site, the cookie notifies the ad platform when the same user visits some other website.



# Types of Remarketing

## Dynamic Remarketing

The ads that contain specific products or services are shown to the users which they might have seen on your network before.

## Standard Remarketing

Your ads are shown to the people who have previously visited your website while they are browsing other webpages on the display network.



# Types of Remarketing

## Video Remarketing

When a user who has watched / commented, or interacted with your video in any way, they'll get to see your ad on the same channel. E.g. YouTube ads.

## Customer List Remarketing

Using customer match, you can upload contact information that your customers have given you. Then, when those users sign into their Google account, you can show your ads to them.



# F A C T S

## 96%

of people who visit a website leave without completing the actions marketers want them to make!

## 70%

of people abandon their shopping carts without completing a purchase!



# TIPS FOR EFFECTIVE REMARKETING



**TAILOR YOUR  
ADS ACCORDING  
TO THE  
MARKETING  
STRATEGY.**



**TRY TO OFFER  
PERSONALIZED  
EXPERIENCE TO  
YOUR  
REMARKETING  
AUDIENCE.**



**SPOT THE  
RESULT-DRIVING  
WEBSITES TO  
ADVERTISE.**



# ADVANTAGES

**#1**

Better and wider access to the users who might buy your product.

**#2**

Performance reports that show the accurate working of your ads.

**#3**

You can make the sets of audiences and lists.

# THANK YOU

for your time!

