

Ad Retargeting

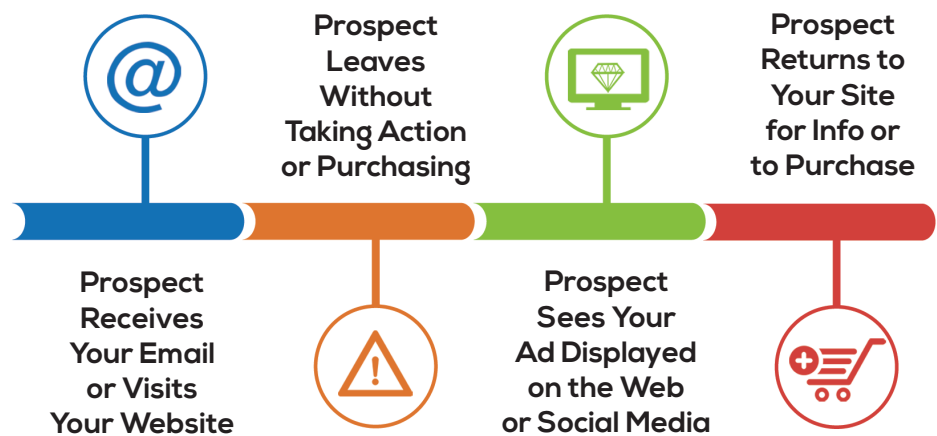


Online Ad Retargeting lets you use display banner advertisements to reach a specific audience as they visit social media sites like Facebook, Instagram, Twitter, and LinkedIn, as well as many other common websites and search engines.

Our specialized retargeting services can help you make the most of your marketing efforts with results that often lead to **higher click through rates** since you are targeting people who have already been exposed to your business and possibly shown interest in what you have to offer. Each time your audience sees an impression of your ad, you continue to build brand recognition, thus increasing your exposure and improving your chances of capturing the sale.

How Does It Work?

If a prospect opens your email or visits your site but leaves without taking action or purchasing, we will then retarget that prospect by displaying your ad on sites they view at a later time. Doing this helps you maintain visibility with your prospects while giving them an additional opportunity to visit your site and purchase your products or services.



Maintaining a connection to your prospect is crucial since research indicates that only 2% of prospects convert at the time of first contact. By using online ad retargeting, you can **help increase your conversion rates** by staying in front of users who do not convert right away. Our services allow you to reach these valuable prospects up to seven (7) additional times through thousands of participating websites including Facebook, Google and more, and also by retargeting them on the go by reaching them on their mobile device.

Though it is a powerful advertising tool, retargeting still works best as a component of a larger and more all-inclusive marketing plan. Using email and/or direct mail campaigns in conjunction with ad retargeting improves the likelihood of turning your prospects into customers.

Contact us now to learn more about why our ad retargeting services may work for you. We can help integrate this valuable tool into your existing marketing efforts today!