

Media Planner's Guide to Ad Retargeting

By Good Hands Media, LLC.
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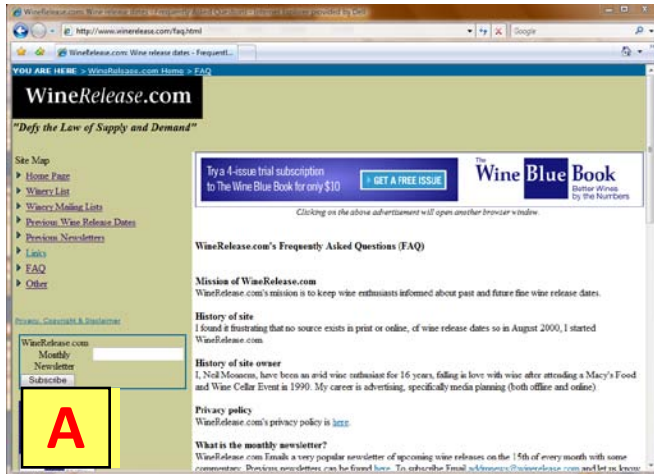
What is Ad Retargeting

- Retargeting (aka remessaging, remarketing) is a few lines of software code normally provided by an ad network, that is placed on your web page. The code allows the ad network to tag the visitor to that page and identify them later and serve them another ad on their network at a low CPM.

Why Retarget?

- The majority of site visitors don't convert
 - Retargeting allows you to message to them again

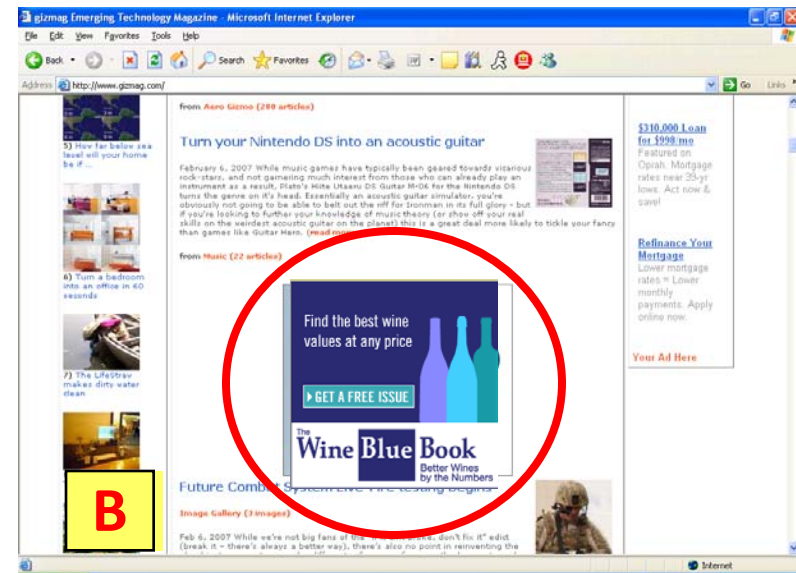
Retargeting



Your ad campaign landing page

A: The Ad Network tags on your ad campaign landing page loads the Ad Network pixel tags on the visitors computer.

B: Later, when the visitor views a web page that is served by their ad network, your ad is shown.



Web page with ad served by network

Retargeting Purpose

- Tags serve two primary purposes:
 - Retargeting: A tagged visitor can be served subsequent ads at a very efficient cost (\$3-\$5 CPM average)
 - Ad networks can display ads to computers that have visited a page that is tagged with a retargeting pixel and didn't convert
 - Auto optimization: Cost efficient ad placements can be automatically optimized to similar content
 - Further down the lead funnel you optimize, the better your campaign results
 - Ad networks currently optimize to the best performing site based on the cost-per-click. Retargeting allows them to optimize to conversion

Retargeting Advantages

- Cost effectively increase frequency
 - *It costs \$3* to get a visitor to your site, spend \$.04 to hit them 10 more times*
- Increase awareness, impact, importance of advertised product
 - Target audience exposed to message everywhere on web
- Ad networks (Atlas, DoubleClick's DART) allow you to place their code on your page once, then you control ad network cookies via Atlas/Dart ad management

**Example uses a \$3 CPC rate and \$4 retargeting CPM rate.*

Ad Networks

- Selection of ad networks that offer retargeting and have performed for GHM clients:



What you need from the Ad Networks

- You request a tag from the ad networks
 - Indicate retargeting vs conversion tag and provide a tag name
- The ad network provides you the tag URL (if you are using Atlas 'UAT' or Dart 'container' tag) or the full code to place on your page
 - Advantage of Atlas UAT/Dart Container method is the tag is placed once and no additional tags need to be placed

Observations/Recommendations

- Cookie pool size depends on traffic to tagged page/ad
 - Low traffic pages are not as scalable as high trafficked pages
 - Tag pages ASAP to enable impression delivery on day one of campaign
- Retargeting CTR, CPC, Conversion rate, cost-per-conversion numbers vary network by network
 - Recommend testing 5-10 ad networks
- Treat retargeting as you do search keywords
 - Create “packages” not “placements”
 - Ad networks will optimize to best performing tag within the package
- If you tag your ad impressions on publisher sites, be clear to publishers about retargeting
 - No re-using cookie pool for other campaigns without publisher consent
- Test frequency caps to increase performance
 - Although impression delivery will decrease

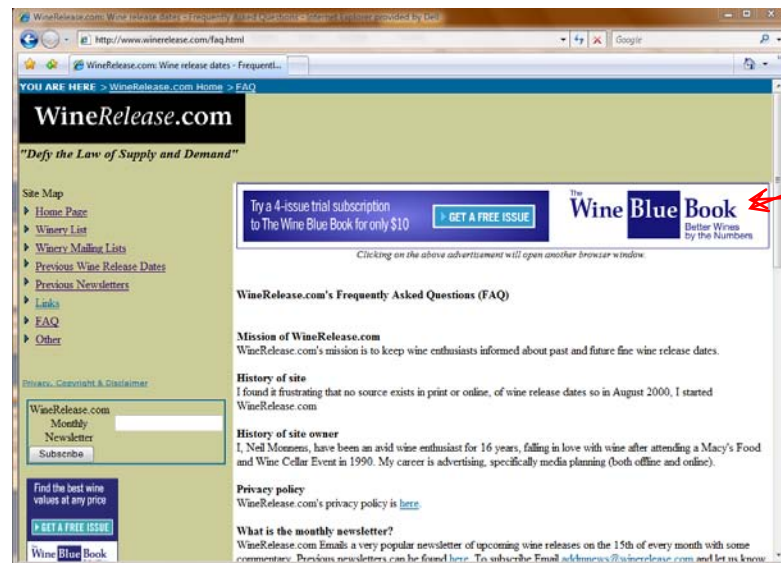
Advanced Applications

Advanced Applications

- Tags on banner ads
- Tags on targeted third party content pages
- Tags on redirect/jump pages
- Sequential advertising

Tags on Banner Ads

- Place tags on your banner ads (on targeted content)
 - Negotiate with publishers to tag for a percent increase in CPM
 - The more targeted the content the better performance

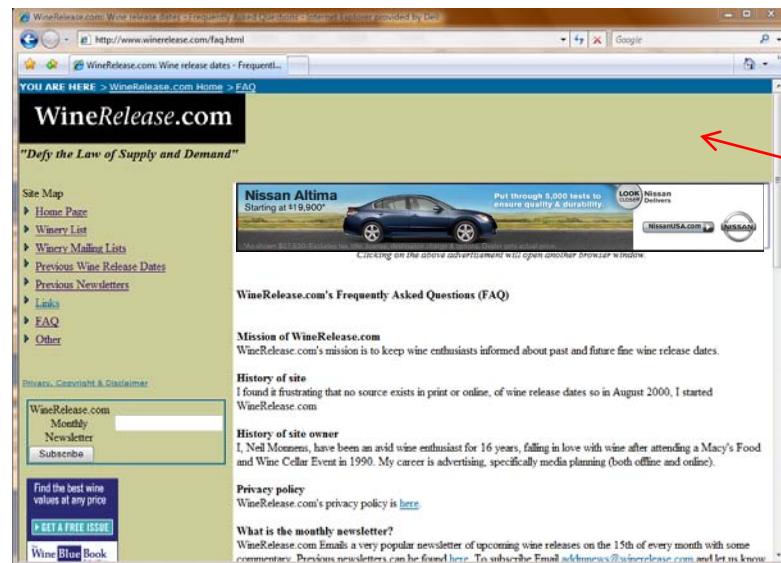


Your ad here

Your tag here

Tags on Targeted Content

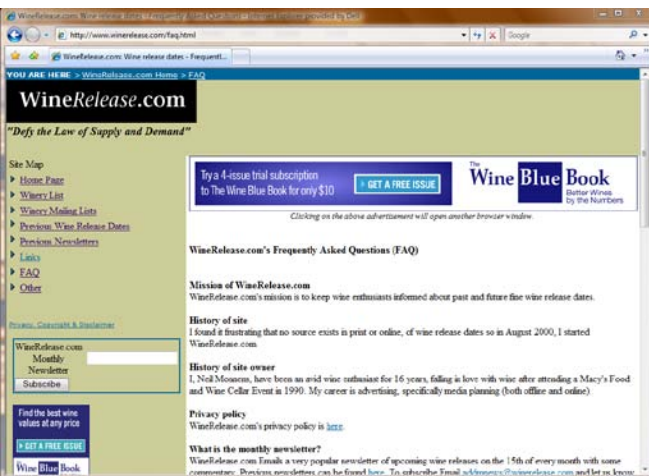
- Negotiate with third party content providers to hard code your tag onto their targeted content pages
 - Pay based on ‘hits’ to page
 - Test various pages to measure response



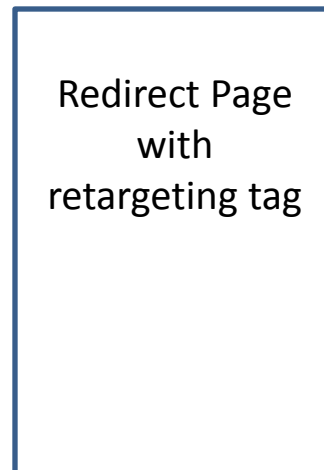
Your tag here

Tags on Redirect Pages

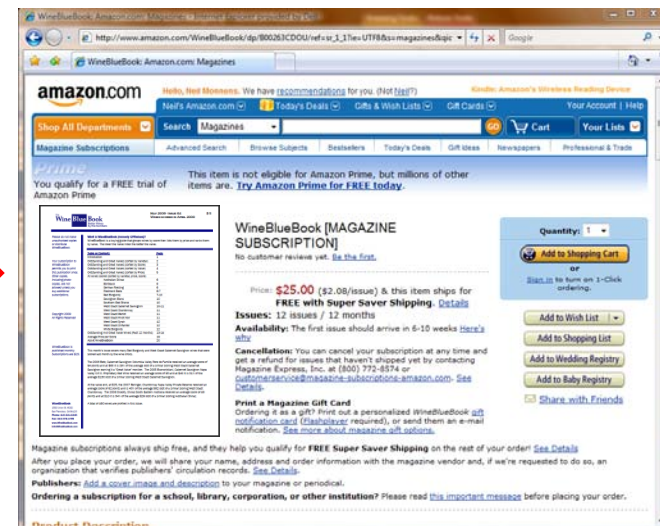
- When you can't tag the destination page
 - Create a redirect page that loads the retargeting pixel then redirects to the destination page
 - Result is a very targeted subset of your visitors



Your site



Your Redirect Page



Amazon.com

Sequential Advertising

- Show 'stronger messaging' to visitors who already responded to your initial advertising
- The tag on your campaign 'awareness' page allows you to retarget audience by using your 'buy' messaging
- Show 'roadblock', 'rich media' or 'high impact' ad units to targeted audience

Thank you

This is a living document that will evolve and improve with your feedback and suggestions. Follow @GoodHandsMedia on Twitter and email retargeting topic suggestions to retargeting@GoodHandsMedia.com

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