



# *Retargeting:*

NEVER LOSE SIGHT OF YOUR WEBSITE VISITOR

{ CASSIDI PETERSON  
10 POUND **gorilla**

# WEB & DIGITAL STRATEGIES

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*To Maximize Your Investment*



**WEB**  
*Development*



**PRINT**  
*Design*



**MARKETING**  
*Digital | Print*



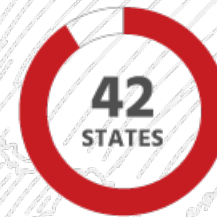
**STRATEGY**  
*Consulting*

RECOGNIZED BY  
**Clutch**  
FIRMS THAT DELIVER

*Top Digital Agency*

*Top Web Designers*

*Top SEO Firm*



&

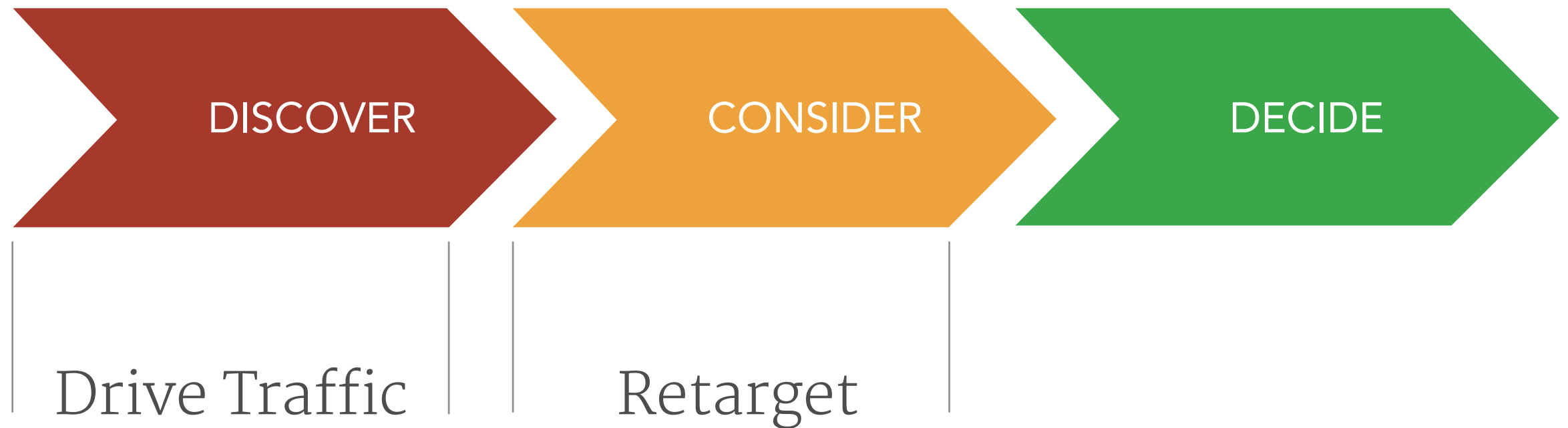


Serving Customers World-Wide  
Since 2003



# MARKET

The Customer's Journey



# DRIVE TRAFFIC

Pay-Per-Click

Social Media

E-Newsletters

Print

Lead Generation

Conferences

Sponsorships

Networking

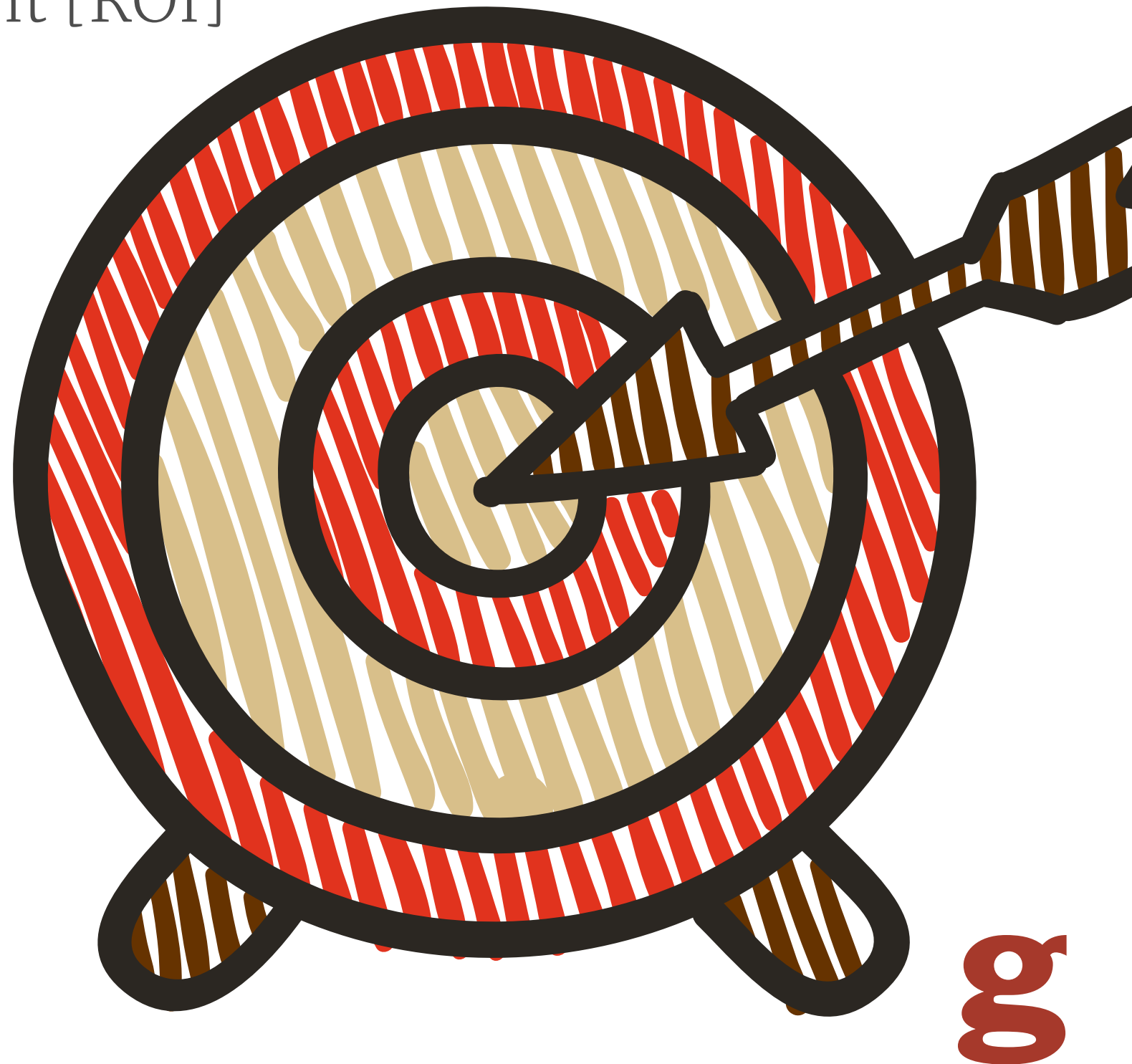
& More

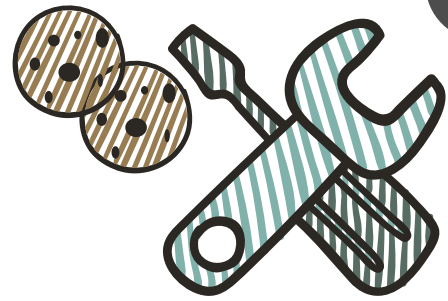


# REMARKET

Maximize Investment [ROI]

Retargeted ads are served throughout the internet to your previous website visitors.



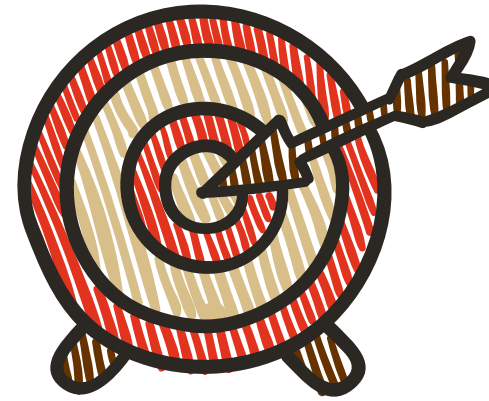


1 Install Tracking Pixel  
aka "Cookie"

2 User Visits Your Website



3 Cookies Follow  
Your Visitor

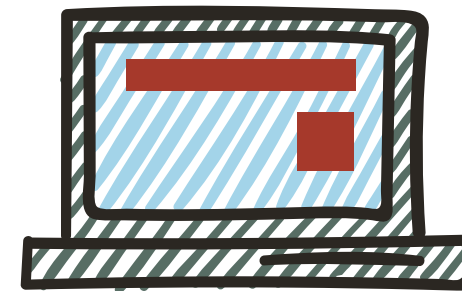


6 You Targeted  
Your Customer  
Increasing Your  
Conversion Rate

5 Your Visitor  
Decides To  
Engage



4 Deliver Content Specific Ads  
Throughout the Internet To  
Direct Them Back To Your Site







Download ▾ Support Store ▾ Services  

Products Solutions Learn More Partners Community Blog

## Future-proof Your CMS With Liquid Content

With Liquid Content™ from DNN, your content goes wherever it needs to be: any channel, app, device. Any time.

evoq



### CUSTOM DEMO

Request a 1:1 demo of our Evoq CMS



### ON-DEMAND WEBINAR

View Now: How We Built New Pages using Liquid Content



Features

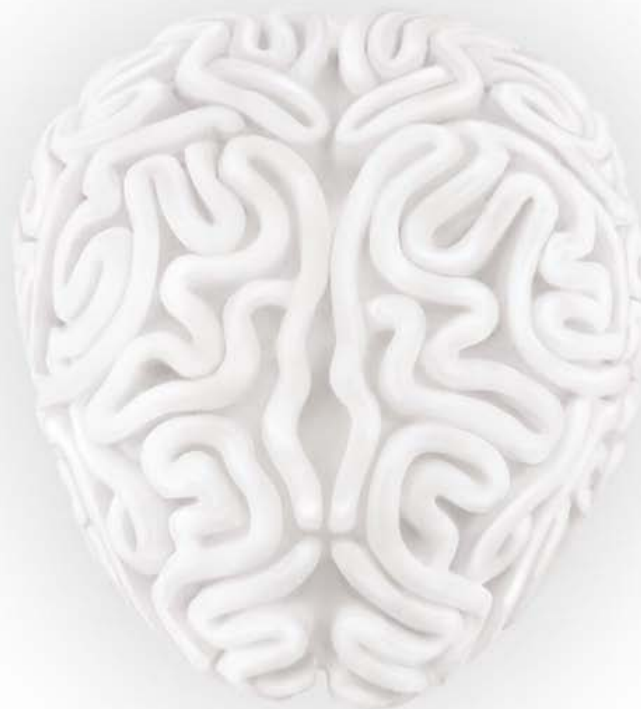
Pricing

Support

Learning

Blog

Log In



## Marketing automation is like a second brain for your business.

A brain that automatically helps you find and connect with your audience so you can build your brand and sell more stuff.

Activating your MailChimp brain is free and easy. Explore 10 of our most powerful automations that handle the marketing stuff so you can focus on the rest of your business.

[Learn More About Brains](#)


[Scroll to the Homepage](#) ▾

Websites Visited





[SPEEDTEST](#) [Try Speedtest Beta](#) [ADVERTISE](#) [BECOME A HOST](#) [MY RESULTS](#) [SUPPORT](#) [SETTINGS](#) [LOGIN](#) [CREATE ACCOUNT](#)

[Get A Custom Demo Of Evoq Web CMS](#)  
[REQUEST DEMO](#)

COMCAST BUSINESS


CHOOSE ANY INTERNET

THEN ADD PHONE + TV

JUST \$34<sup>90</sup> more per month

[GET IT NOW](#)  
(855) 407-1899

BEGIN TEST



71.212.181.183  
CenturyLink  
☆☆☆☆☆ Rate Your ISP

10.242.284.038

CHOOSE ANY INTERNET  
THEN ADD PHONE + TV

JUST \$34<sup>90</sup> more per month


[GET IT NOW](#)  
(877) 852-9781

COMCAST BUSINESS **B4B**  
BUILT FOR BUSINESS

Automate Your Marketing

[Try Something New](#)

MailChimp



Retargeted Ads



# FUN FACTS

## Reasons to Retarget

Websites See a **726%** Lift in Visitation  
After 4 Weeks of Retargeting

Retargeting Can Boost Ad Response Up to **400%**

Retargeted Ads Led to a **1046%** Increase  
in Branded Search

Retargeted People are **4X** More Likely  
to Convert Than New Customers



# BENEFITS

## Reasons to Retarget

Free Brand Awareness

Build Brand Recall

Re-engage Visitors

Show Visitors Wants or Needs

Easily Locate & Engage Leads

Easily Measure ROI



# HOW PEOPLE FEEL

## About Retargeted Ads

25% Like The Reminder

30% Have a Positive Reaction

11% Have a Negative Reaction

59% Have a Neutral Reaction

3 of 5 U.S. Online Buyers Said They Notice Ads  
For Products They Looked Up On Other Sites



# ONLINE SHOPPING

## Conversion Statistics

72% of Online Shoppers Abandon Their Carts

Only 8% of Abandon Cart Shoppers Come Back

Only 2% of Web Visitors Convert Their First Visit

Retargeting Can Increase Conversion Rates 147%



# GOOGLE PPC

Pay-Per-Click (Not View)

Search

Display

Shopping

YouTube

Gmail

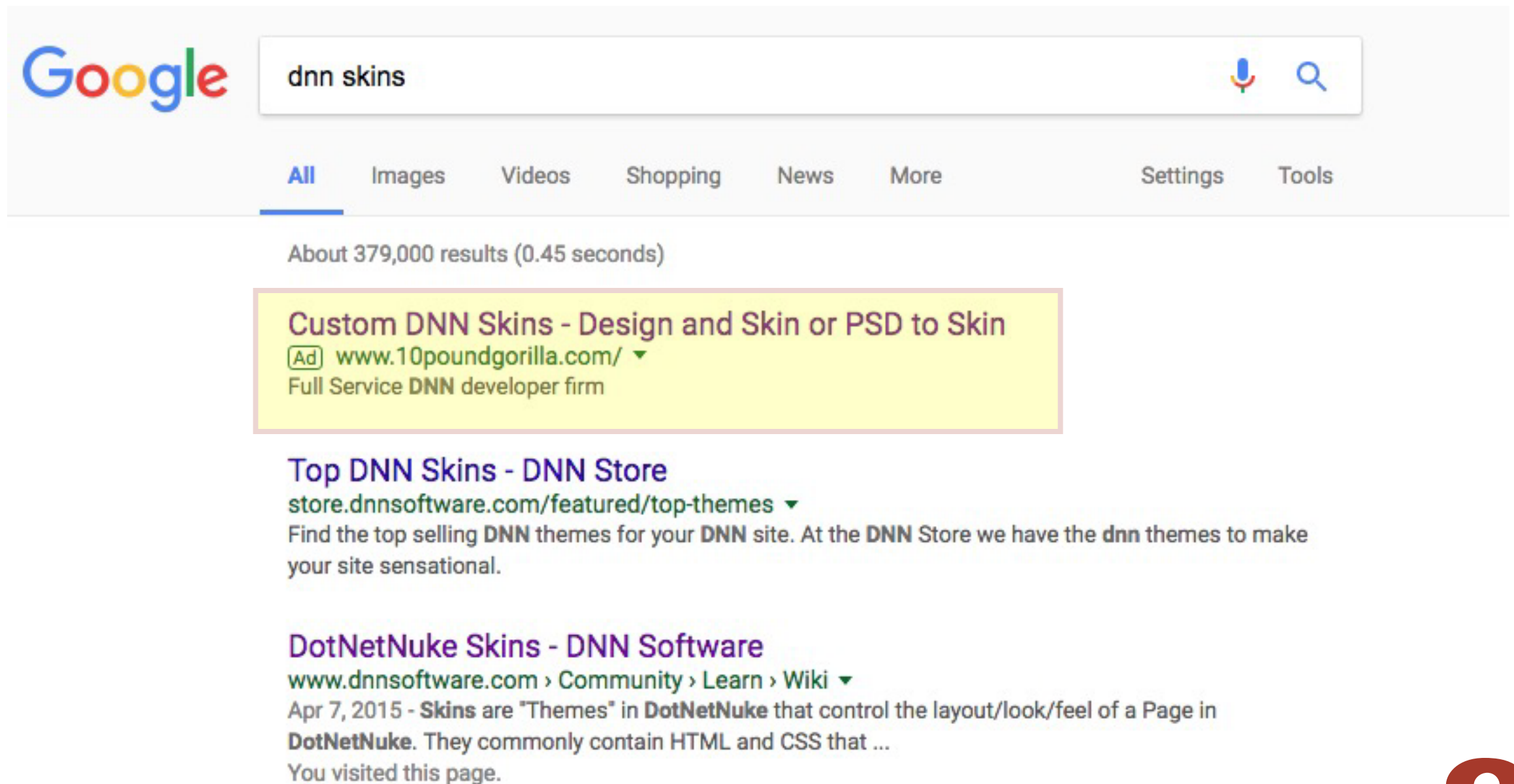
Mobile





# GOOGLE SEARCH

## Remarketing



The screenshot shows a Google search interface with the query "dnn skins". The search bar includes the Google logo, the text "dnn skins", and icons for voice search and a magnifying glass. Below the search bar are tabs for "All", "Images", "Videos", "Shopping", "News", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 379,000 results (0.45 seconds)".

The first result is an advertisement with a yellow background:

**Custom DNN Skins - Design and Skin or PSD to Skin**  
**Ad** [www.10poundgorilla.com/](http://www.10poundgorilla.com/) ▼  
Full Service **DNN** developer firm

The second result is an organic search result:

**Top DNN Skins - DNN Store**  
[store.dnnsoftware.com/featured/top-themes](http://store.dnnsoftware.com/featured/top-themes) ▼  
Find the top selling **DNN** themes for your **DNN** site. At the **DNN** Store we have the **dnn** themes to make your site sensational.

The third result is another organic search result:

**DotNetNuke Skins - DNN Software**  
[www.dnnsoftware.com](http://www.dnnsoftware.com) › [Community](#) › [Learn](#) › [Wiki](#) ▼  
Apr 7, 2015 - **Skins** are "Themes" in **DotNetNuke** that control the layout/look/feel of a Page in **DotNetNuke**. They commonly contain HTML and CSS that ...  
You visited this page.





# GOOGLE DISPLAY

## Remarketing

The screenshot displays the Speedtest website with several Google Display Remarketing ads. The website's navigation bar includes links for SPEEDTEST, Try Speedtest Beta, ADVERTISE, BECOME A HOST, MY RESULTS, SUPPORT, SETTINGS, LOGIN, and CREATE ACCOUNT. The main content area features a central 'BEGIN TEST' button and a world map. Surrounding this central area are several ads:

- Top Banner Ad:** A yellow banner for 'Dnn' with the text 'Get A Custom Demo Of Evoq Web CMS' and a 'REQUEST DEMO' button.
- Left Side Ad:** A vertical grey ad for 'COMCAST BUSINESS' with the text 'CHOOSE ANY INTERNET THEN ADD PHONE + TV' and a price of '\$34<sup>90</sup> more per month'. It includes a 'GET IT NOW' button and the phone number '(855) 407-1899'.
- Right Side Ad:** A blue ad for 'COMCAST BUSINESS B4B' with the text 'CHOOSE ANY INTERNET THEN ADD PHONE + TV' and a price of '\$34<sup>90</sup> more per month'. It includes a 'GET IT NOW' button and the phone number '(877) 852-9781'.
- Bottom Ad:** A blue ad for 'COMCAST BUSINESS B4B' with the text 'CHOOSE ANY INTERNET THEN ADD PHONE + TV' and a price of '\$34<sup>90</sup> more per month'. It includes a 'GET IT NOW' button and the phone number '(877) 852-9781'.
- Bottom Right Ad:** A green ad for 'MailChimp' with the text 'Automate Your Marketing' and a 'Try Something New' button.

The central 'BEGIN TEST' button is highlighted with a green glow. Below it, a world map shows a green box highlighting a specific region. The IP address '71.212.181.183' and the text 'CenturyLink' are visible on the left, and the IP address '10.242.284.038' is visible on the right.



# GOOGLE YOUTUBE

## Remarketing Text & Video Ads

Use a Video Ad or Text/Banner Ads

The screenshot shows a YouTube video player interface. The video title is "Google AdWords #1 Killer Hacks 2017". The video content features a man speaking, with a large white sign in the background that reads "Adwords Success Tips Google AdWords Get More from your Google Pay-Per-Click Campaigns". A yellow banner ad for DNN is overlaid on the video, with the text "Get A Custom Demo Of Evoq Web CMS" and a "REQUEST DEMO" button. The video player controls show the video is at 0:15 / 4:04. To the right of the video player, there is a sidebar with a "Up next" section. The first video in the list is "7 Successful Google AdWords Ads For 2017 And Why They" by Internet Marketing Video Training T, with 13K views. The second video is "Make a double exposure" by Adobe Creative Cloud, with 216K views. A large red "g" logo is visible in the bottom right corner of the image.

YouTube

google remarketing

Adwords Success Tips  
Google AdWords  
Get More from your  
Google Pay-Per-Click Campaigns

DNN

Get A Custom Demo Of Evoq Web CMS  
REQUEST DEMO

Up next

7 Successful Google AdWords Ads For 2017 And Why They  
Internet Marketing Video Training T  
13K views

Make a double exposure  
Adobe Creative Cloud  
216K views

Google AdWords #1 Killer Hacks 2017



# GOOGLE SHOPPING

## Remarketing

Google

taylormade driver

Web Shopping Images Videos News More Search tools

About 976,000 results (0.36 seconds)

Regular Search Ads

**New TaylorMade® Driver - taylormadegolf.com**  
**Ad** [www.taylormadegolf.com/SLDR](http://www.taylormadegolf.com/SLDR)  
Top Rated **TaylorMade® SLDR Driver**. Order Now. Get Free Shipping!  
TaylorMade Golf has 8,705 followers on Google+  
[TaylorMade® Balls](#) - [TaylorMade® Holiday](#)

**TaylorMade Driver Sldr - Shop our Sporting Goods store**  
**Ad** [www.amazon.com/golf](http://www.amazon.com/golf)  
Free Shipping on Qualified Orders.

**TaylorMade Preowned Clubs**  
**Ad** [www.taylormadegolfpreowned.com/](http://www.taylormadegolfpreowned.com/)  
4.8 ★★★★★ rating for taylormadegolfpreowned.com  
Official **TaylorMade** Preowned Site Save Over 60% On TM Clubs  
Trade To Upgrade · Certified PreOwned · Flat-Rate Shipping  
[Used TaylorMade Drivers](#) - [Used TaylorMade Irons](#) - [Used TaylorMade Hybrids](#)









Organic Search Results

**TaylorMade Golf | #1 Driver in Golf**  
[taylormadegolf.com/taylormade-drivers/](http://taylormadegolf.com/taylormade-drivers/) TaylorMade-Adidas  
Results 1 - 12 of 25 - Official **TaylorMade** Golf Online Store: Shop the widest selection of **TaylorMade** products, directly from the source!  
[SLDR](#) - [SLDR Driver](#) - [SLDR S](#) - [JetSpeed](#)

Google Shopping Ads

Shop for taylormade driver on Google

Sponsored ⓘ

 TaylorMade R15 Driver - B... \$429.99 Golf Galaxy	 TaylorMade Men's SLDR... \$249.98 Golf Galaxy	 TaylorMade AeroBurner Dr... \$299.99 Golf Galaxy	 TaylorMade RBZ Pro Driver \$99.98 Golf Galaxy
 TaylorMade R15 TP Driver \$499.99 Golf Galaxy	 New TaylorMade R... \$99.99 Hurricane Golf	 TaylorMade R1 Driver Golf Club \$114.99 Global Golf	 TaylorMade SLDR Driver... \$249.98 Golfsmith ★★★★★ (43)

Ads ⓘ

# GOOGLE GMAIL

## Remarketing

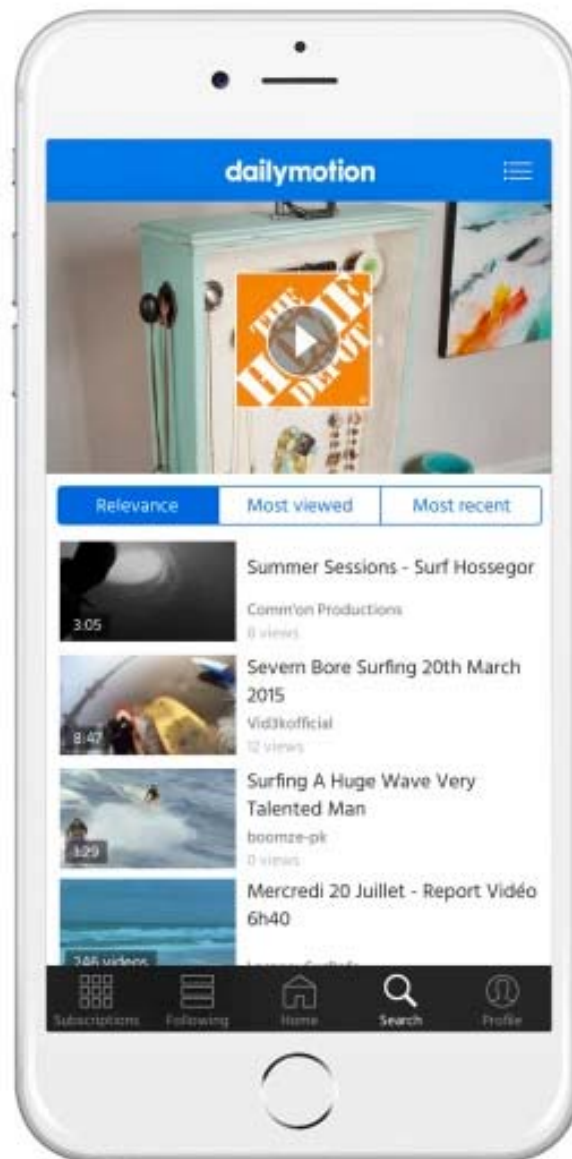
The image shows a screenshot of a Gmail inbox. At the top, a red circle highlights the header area of the inbox, which includes the 'Primary' tab and the 'Social' and 'Promotions' tabs. Below this, several emails are visible, including one from 'Accountants&Co.' and another from 'Agent Estates'. In the foreground, a larger screenshot of a Gmail inbox is shown, featuring an email from 'Christian' with the subject 'Looking for gmail ads from Adwords?'. This email contains a link to 'mail.google.com' and a list of links. To the right of the email, there is an advertisement for 'Free Book Editing Guide'. At the bottom of the screenshot, there is another advertisement for 'Try Free Zoho CRM Tools'. Three orange arrows originate from the text 'GMAIL ADS' and point to these three advertisements: the top Zoho CRM ad, the Book Editing Guide ad, and the bottom Zoho CRM ad. The text 'GMAIL ADS' is written in large, bold, orange letters.

**GMAIL ADS**

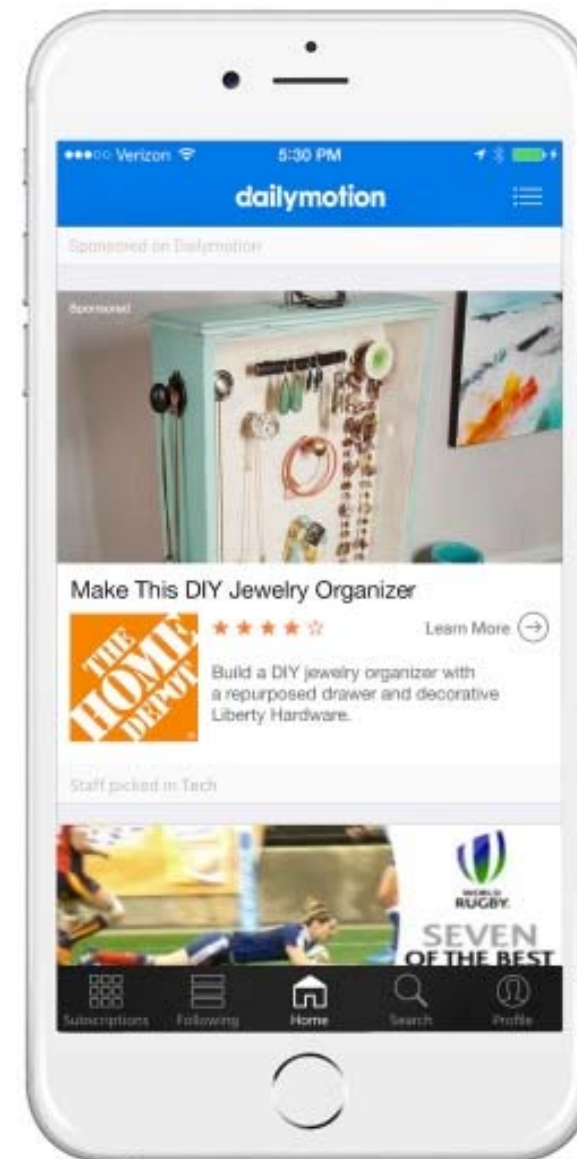


# GOOGLE MOBILE

## Remarketing



Video



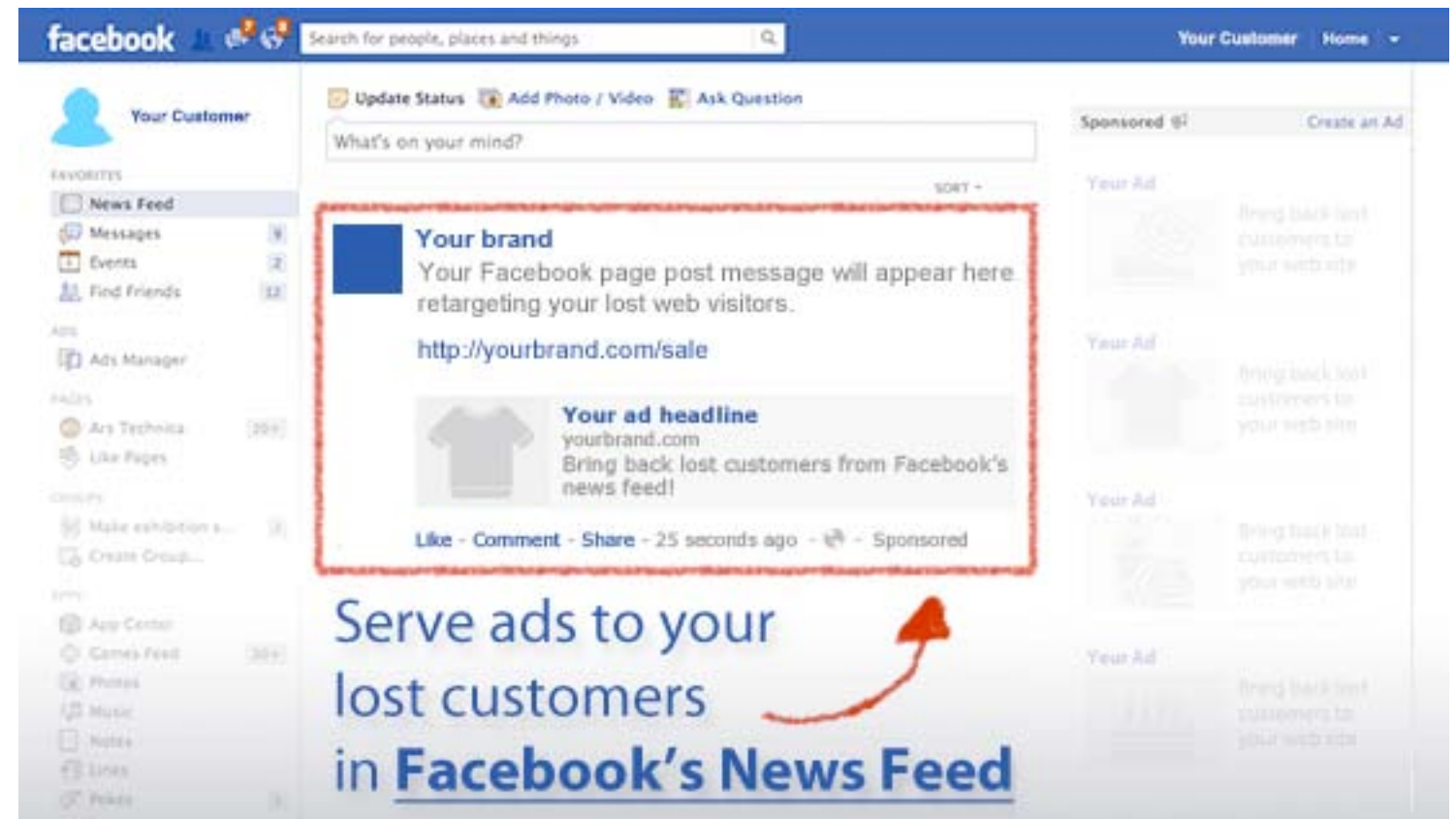
Native





# FACEBOOK

## Remarketing Ads



Dynamic Product Ad



# TWITTER

## Remarketing Ads



The screenshot shows the Twitter interface with several promoted items highlighted by colored boxes and lines:

- Promoted Accounts:** A box highlights the 'Who to follow' section, specifically featuring **IKEA USA** (@DesignByIKEA) with a 'Promoted' label.
- Promoted Trends:** A box highlights the 'Los Angeles trends' section, featuring **#1940census** and **#ImSingleBecause**, both marked as 'Promoted'.
- Promoted Tweets:** A box highlights a tweet from **AIP Online Division** (@TheArtInstitute) about interior design degrees, marked as 'Promoted by AIP Online Division'.
- Promoted Accounts (Tweets):** A line points to a tweet from **XplusOne** (@XplusOne) about digital marketing campaigns, which is a promoted tweet.

Promoted Accounts

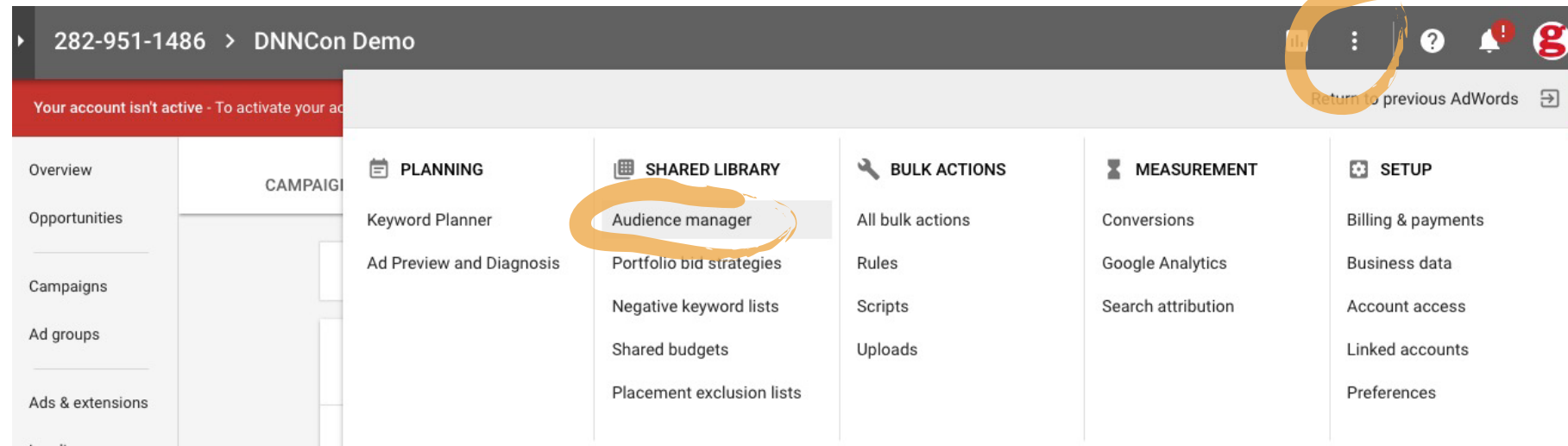
Promoted Tweets

Promoted Trends



# TRACKING PIXEL

Google <https://support.google.com/adwords/answer/2476688>



The screenshot shows the Google Ads interface for account 282-951-1486. The 'Audience manager' option is highlighted in the 'SHARED LIBRARY' menu. A red banner at the top indicates 'Your account isn't active - To activate your ad account, enter your billing information.' The 'Return to previous AdWords' link is circled in orange.

282-951-1486 > DNNCon Demo

Your account isn't active - To activate your ad account, enter your billing information.

Return to previous AdWords

Overview  
Opportunities  
Campaigns  
Ad groups  
Ads & extensions  
Landing pages

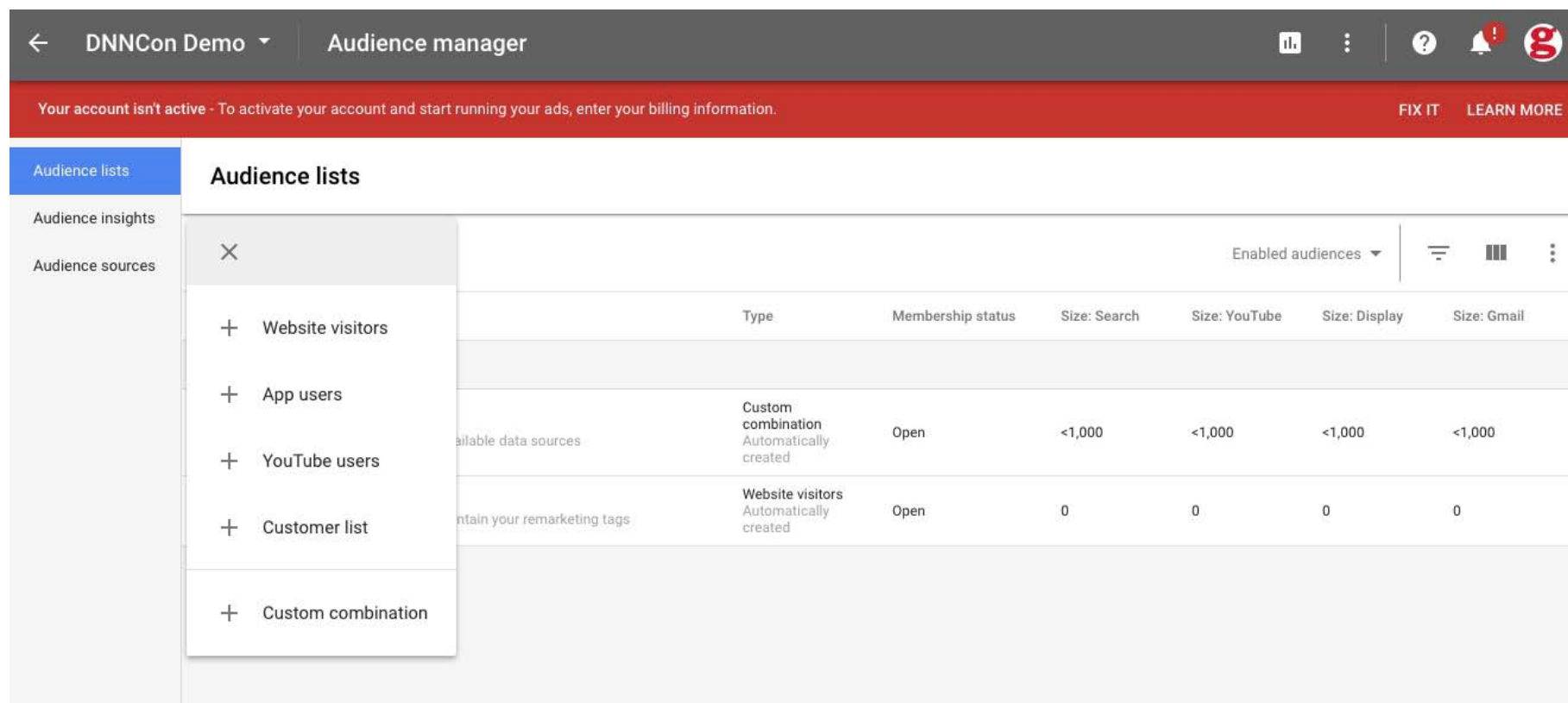
PLANNING  
Keyword Planner  
Ad Preview and Diagnosis

SHARED LIBRARY  
**Audience manager**  
Portfolio bid strategies  
Negative keyword lists  
Shared budgets  
Placement exclusion lists

BULK ACTIONS  
All bulk actions  
Rules  
Scripts  
Uploads

MEASUREMENT  
Conversions  
Google Analytics  
Search attribution

SETUP  
Billing & payments  
Business data  
Account access  
Linked accounts  
Preferences



The screenshot shows the 'Audience manager' page. The 'Audience lists' tab is selected. A red banner at the top indicates 'Your account isn't active - To activate your account and start running your ads, enter your billing information.' The 'Audience lists' section shows a table of audience sources. A dropdown menu is open, showing options to add new audience sources.

DNNCon Demo > Audience manager

Your account isn't active - To activate your account and start running your ads, enter your billing information. [FIX IT](#) [LEARN MORE](#)

Audience lists

Audience insights  
Audience sources

Enabled audiences

Type	Membership status	Size: Search	Size: YouTube	Size: Display	Size: Gmail
Custom combination Automatically created	Open	<1,000	<1,000	<1,000	<1,000
Website visitors Automatically created	Open	0	0	0	0

+ Website visitors  
+ App users  
+ YouTube users  
+ Customer list  
+ Custom combination



# TRACKING PIXEL

Google

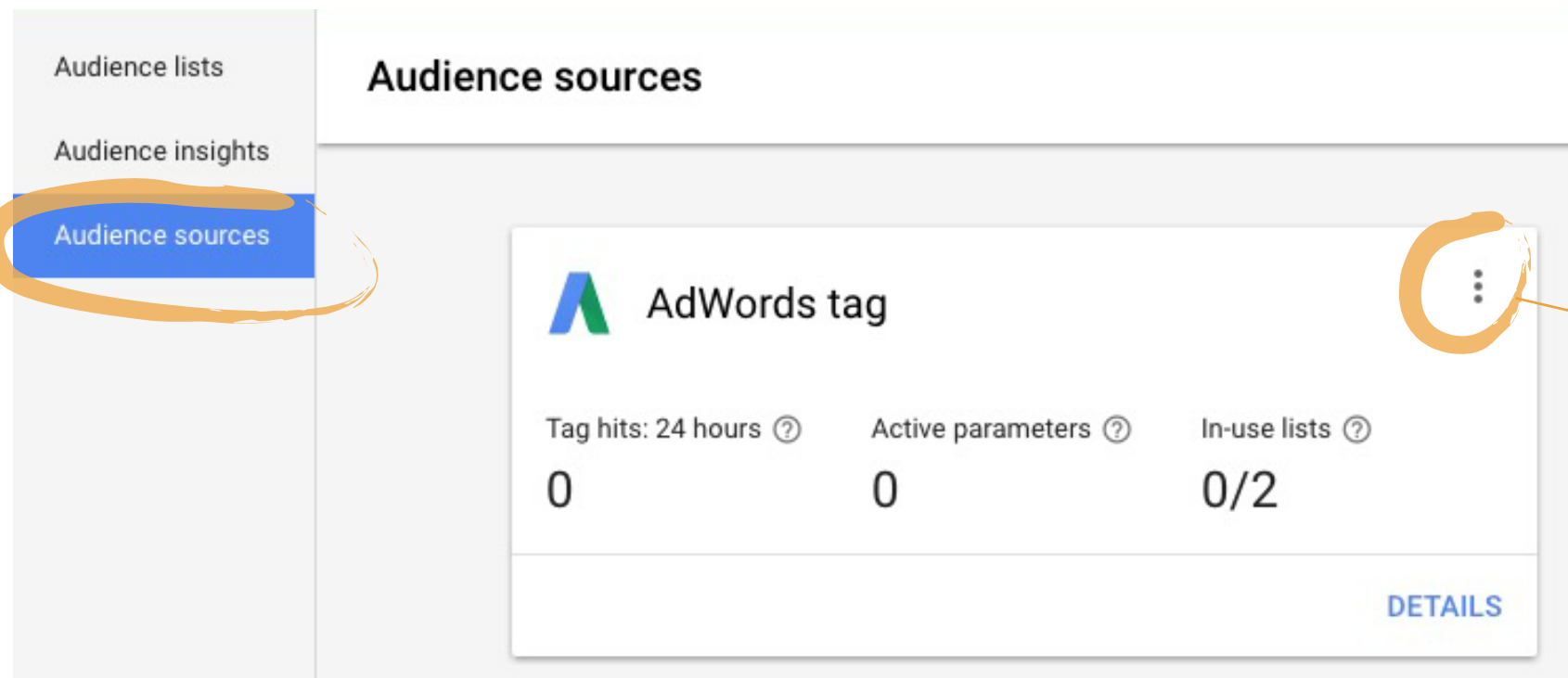
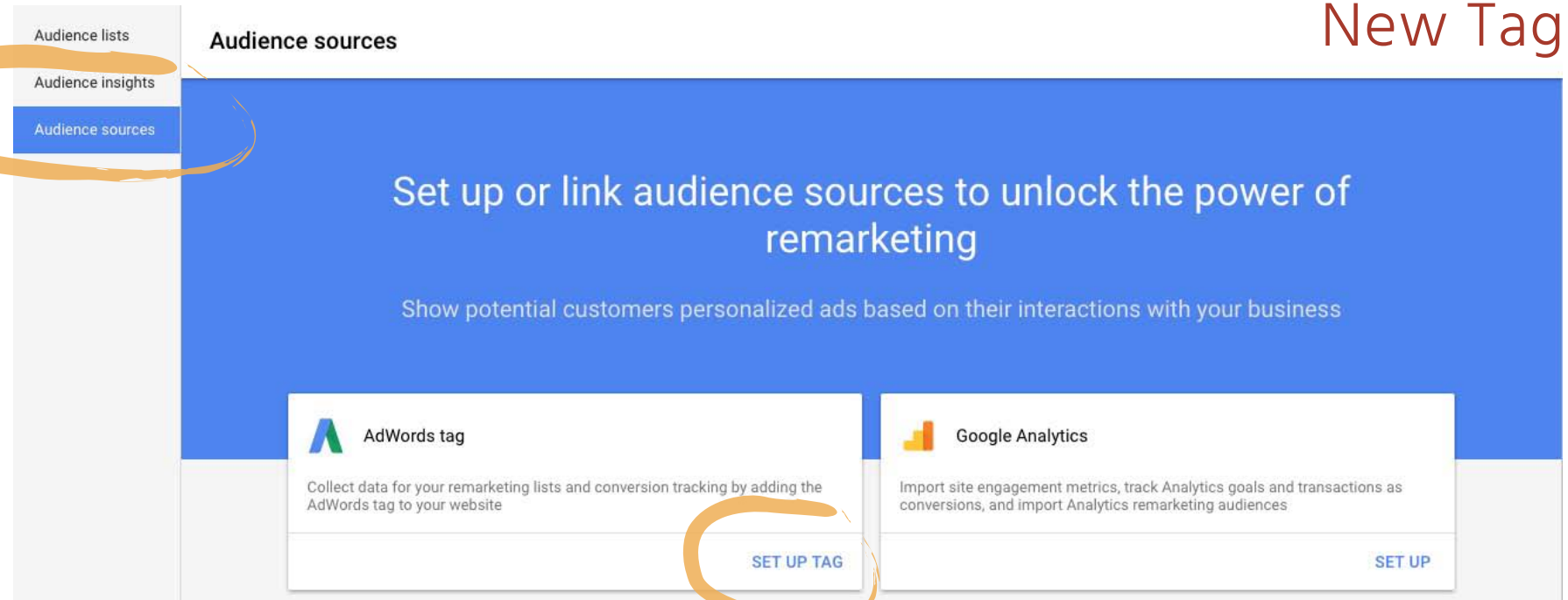
New Tag

Audience Source

Existing Tag

Set Up Tag

Edit Source



# TRACKING PIXEL

## Facebook

### Facebook Pixel

One pixel for conversion tracking, optimization and remarketing.



#### 1. Create and Install Your Pixel

Create your Facebook pixel in seconds, and then simply paste the code into the header of your website to get started.



#### 2. Create Custom Audiences

Easily create audiences based on activity on your website. Remarket to everyone who visits your site, or define rules for people who visit specific pages or take specific actions.



#### 3. Track the Actions that Matter

The pixel automatically tracks visits across your website. You can also add events to track actions like viewing specific content, adding products to a cart or making a purchase.

Create a Pixel

<https://www.facebook.com/business/help/952192354843755>



# TRACKING PIXEL

## Twitter

<https://business.twitter.com/en/advertising/campaign-types/increase-website-traffic/how-to-setup-conversion-tracking.html>

### Tools > Conversion Tracking

Twitter Ads Campaigns Creatives Analytics Tools

### Conversion tracking

0 Website tags 0 Mobile app events

Measure your return on investment by tracking actions interacting with your ads on Twitter. Set up conversions to analyze, compare and optimize your direct response.

Create your first website tag

By using this product, you are agreeing to the Tailored Audiences and Conversion Tracking Pro

# MEASURE ROI

## With Proper Analytic Tracking

Use Google Tag Manager to Manage All Tags/Pixels

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### Install:

Google Analytics

Conversion Tracking Pixel (Google PPC)

### Set up:

Goals in Analytics

UTM Tracking URLs

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<https://support.google.com/adwords/answer/1722054?hl=en>

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

<https://support.google.com/analytics/answer/> =en



# QUESTIONS | ADVICE

Implementation Demo?

