



Targeted Display

SITE RETARGETING

How it works

- Target consumers online who have recently visited your website.
- Your website tags users when they visit your website with a unique identifier that stays with them as they browse ad-serving websites. The ad server recognizes the user visiting the site and serves your ads alongside the content they consume.

Why it works

- Recent website visitors have already expressed interest in your brand. Site retargeting helps keep you top of mind throughout their buying journey.
- Site retargeting works great with other marketing tactics like SEO and search marketing, adding touchpoints and reminders of your brand to your prospects.

When we use it

- Site retargeting is a great 'always on' strategy to keep your message in front of users when they leave your site and works for nearly any type of business. (e.g., Furniture stores, universities, vacation-related businesses).

WHAT MAKES US DIFFERENT

Multiple Ad Tactics Under One Campaign

All your ads and targeting are combined under one umbrella to achieve your business goals and keep reporting easy to understand.

Smart Optimization Technology

Our experts and smart optimization technology are constantly learning and adjusting your campaign to get your best ads on the sites and mobile apps driving the most engagement with your business (not just ad clicks).