

Remarketing

...FOLLOW YOUR CLIENT



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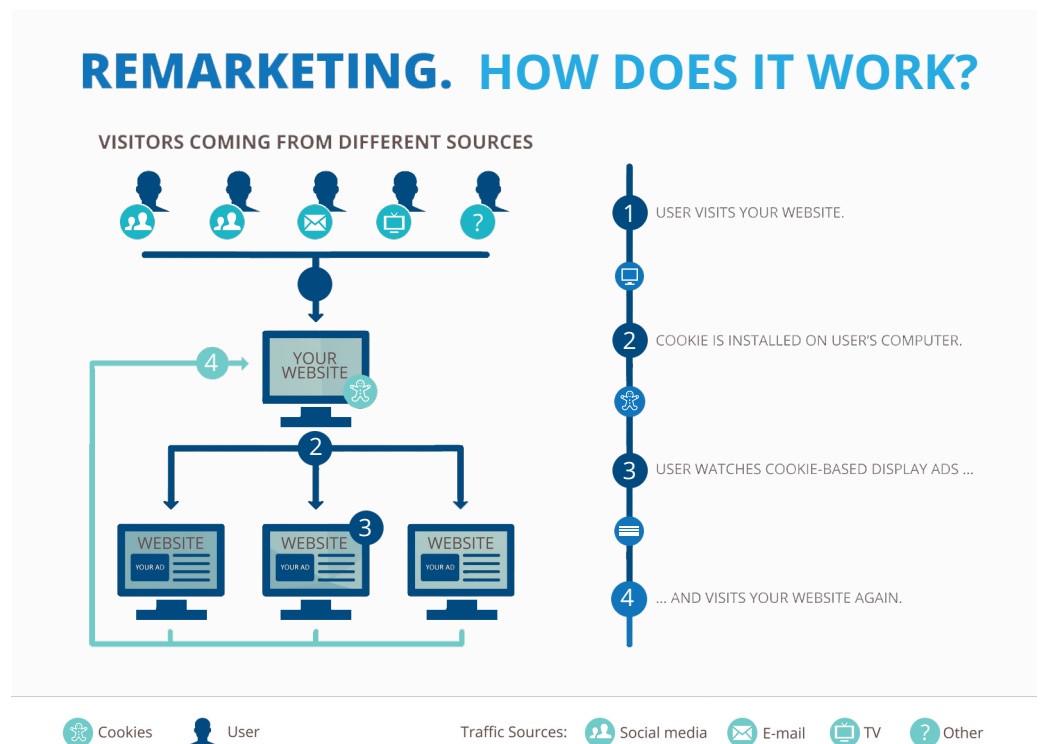
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Remarketing is a form of AdWords ad that allows you to reach people who have already visited your website. Using it, you can again establish contact with users who have not made a purchase in your store or, quite the contrary - the did make a purchase or browsed through specific products on the page. There are quite a lot of options.

How does remarketing work ?

We first add a remarketing tag to the page - a short fragment of the AdWords code. It is responsible for collecting data of users that will later be tracked by our ads. When users visit this page, an identifier cookie file is added to the remarketing list.

Then, following select criteria, we configure so called remarketing lists - user lists. For the remarketing to take effect, the list must contain at least 100 unique users. Sometimes, the list is collected over a couple of hours, other times it takes a few days - it all depends on site traffic.



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Ad formats

Remarketing uses exactly the same ad formats as the ad network campaigns.

And so, at our disposal we have:

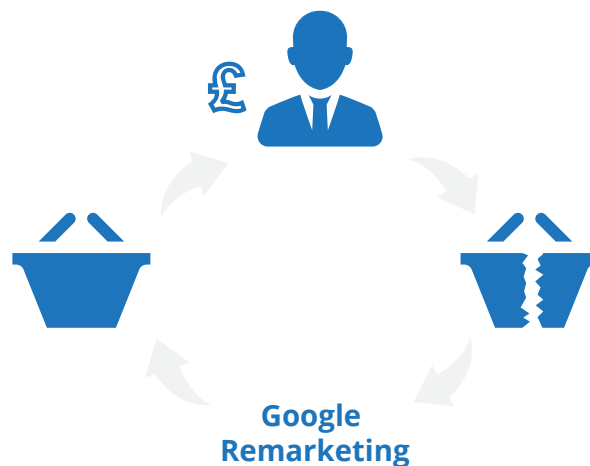
- text-based ads
- graphical ads (static and dynamic)
- multimedia-based ads
- video ads

Benefits

The possibility of reaching clients that are most likely to make a purchase - thanks to the various options of remarketing list configurations, you can reach clients who happen to be searching for specific products or services.

Ads adjusted to your marketing aims !

Do you want to reach clients who have abandoned their carts ? Or maybe those who purchase the most ?



With remarketing, you have the choice.

Large range

Building a brand - ads tracing users are a great way to remind them about the company and help them remember the brand.