



# RETARGETING

## Regain lost customers.

Don't miss out on lost business. Today's customers take time to research and reflect before making a purchasing decision. Now you can keep in touch and stay relevant to customers throughout their buying decision. Plus, increase return visits to your website.



# 8X

THE LMC GROUP, 2012



Retargeted consumers are nearly 70% more likely to complete a purchase than non-retargeted consumers.

# 50% MORE \$\$\$\$\$

SEOMOZ, 2011

### KEY FEATURES:

- Repeated advertisements to a target audience
- Messages can be adjusted based on customer responses
- Retargeting ad creation
- Targeted by geography, demographics and online behavior

Suggested product pairings:

## ONTARGET - DISPLAY ADVERTISING

