

RETARGETING

Retargeting campaigns are made possible using 1st party audiences built by the advertiser. These audiences are used to deliver impressions that re-engage users.

BUILD AN AUDIENCE

WEBSITE

- A pixel or line of code is placed on the backend of the website and an audience is created from website visitors.

CLICKERS

- No pixel placement is required of the advertiser. The audience is created from clickers captured from the campaign.

DESIGN YOUR STRATEGY

1

Website or Clickers– Determine how 1st party data will be collected.

3

Creative Strategy– Decide if the creative for the retargeting tactic will be the same or different from other tactics on the plan.

2

Pixel Feasibility – If using a pixel:

- Is there backend access to the site?
- Can someone place the pixel?
- Where will the pixel be placed?

4

Cross Device – Include cross device targeting to increase the reach of the audience across all devices.

PLACING YOUR PIXEL - WEBSITE

Place the audience pixel in between the two body tags but not in between other pixels. Put the pixel on the pages from which you wish to retarget. This could be all site pages or just specific sections. The pixel could also be placed in the advertiser's universal tag management system.

Universal Pixel: To use the universal pixel, allowing for multiple audiences to be built with one pixel, place the universal pixel in the footer across your entire site.

```
<html>
<head>
<title> My website - THANK YOU FOR YOUR ORDER </title>
</head>
<body>
<center><h1>THANK YOU FOR YOUR ORDER</h1></center>
<p>Thank you for submitting your order. You should receive a confirmation email shortly! </p>
<img src='https://www.mywebsite.com/images/someimage.png'>
<a href="https://www.mywebsite.com/">Click here to go back to our homepage!</a>
<table>
  <tr>
    <td>Some other HTML content...this is a table </td>
    <td>next table column </td>
  </tr>
  <tr>
    <td>Row 2 column 1 </td>
  </tr>
</table>
<img src = "https://www.mywebsite.com/images/someimage.png">
</body>
</html>
```

Example of where pixel can be placed

PLACING YOUR PIXEL – THIRD PARTY WEBSITES

Instructions for Word Press Sites*:

1. In the dashboard, select Appearance and then Editor.
2. Select the Theme Footer, footer.php option from the list of "Theme Files"
3. Paste the DSP pixel into the footer.php file one line above the close body tag (</body>).