## centro AUDIENCE EXTENSION WEBINAR

Retargeting Updated 2021

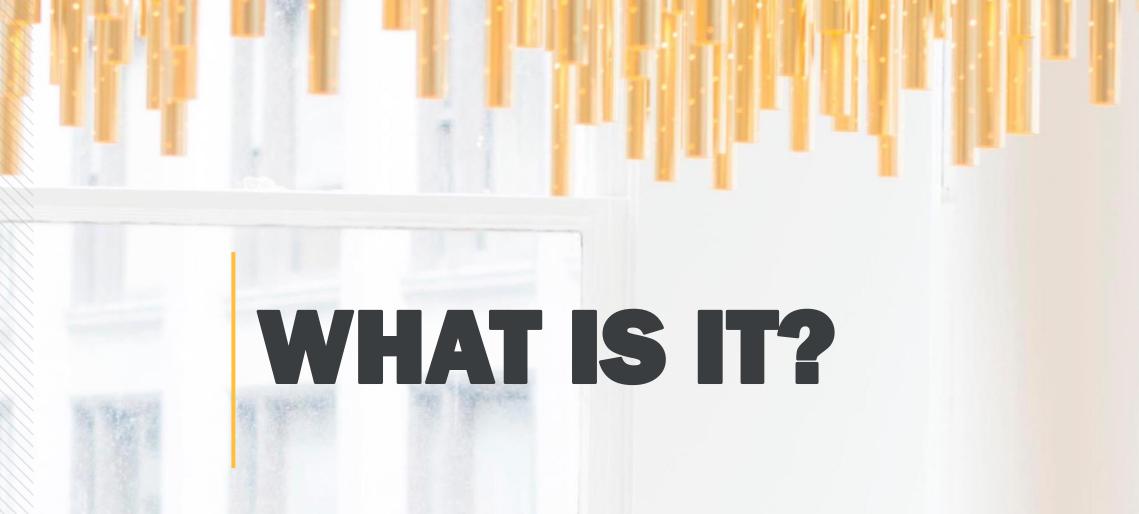


# ACENDA

- What is it?
- What are the benefits?
- How should it be pitched?
- Questions?

## • How do I include it in a media plan?









## RETARGETING

- 1<sup>st</sup> party audiences built by the advertiser.
- Audiences are used to deliver impressions that re-engage users who have previously interacted with the advertiser's site.



## **BUILD AN AUDIENCE**

## WEBSITE

• A pixel or line of code is given to an advertiser and is then placed on their website. An audience is created from the website visitors.



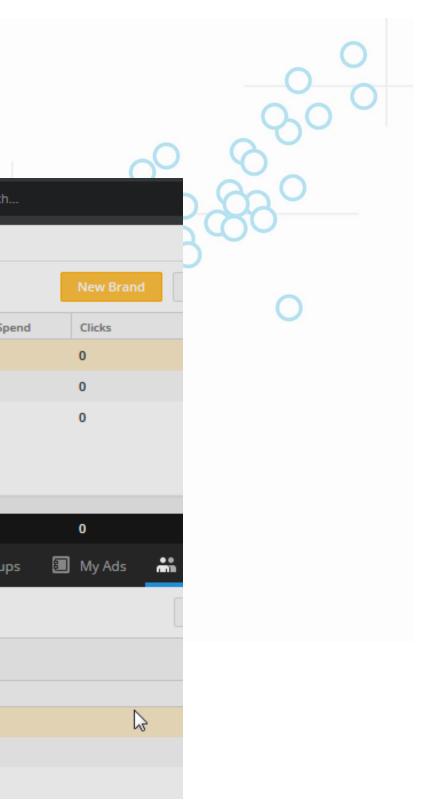
## **CLICKERS**

#### • No pixel placement is required of the advertiser. Clickers are captured from the campaign.



## WEBSITE PIXEL

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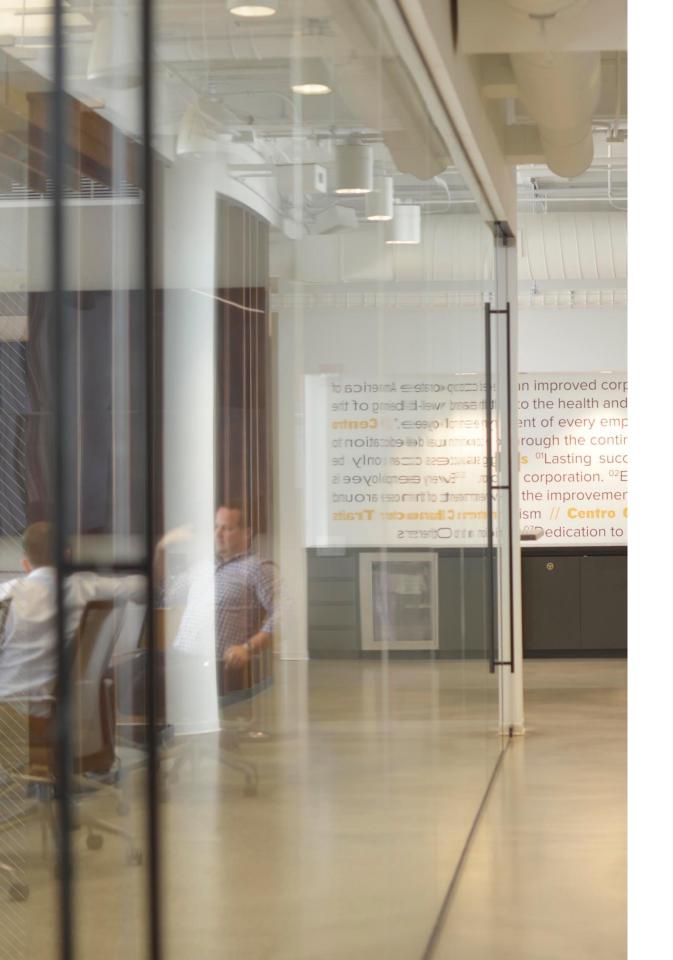






## RETARGETING

Retargeting allows for increased exposure of your advertiser's brand. It can also help pull an engaged visitor back into the conversion funnel while efficiently building brand awareness.





## HOW SHOULD IT BE PITCHED?







- "We want repeat visitors to our site."
- "Site has been updated and visitors can find everything they need there."
- "We want to drive online sales."
- "We want to stay top of mind."
- "Can we use a universal pixel?"

## WHAT TO **LISTEN FOR:**



## DETERMINE FEASIBILITY

- Does the advertiser have backend access to the site?
- Does the advertiser have a team member who can place the pixel?
- Will we know the specific URLs where the pixel will be placed?

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## **SET EXPECTATIONS**

The number of impressions the campaign can deliver depends on the size of the collected audience.





# HOW DO I INCLUDE IT IN A PLAN?



## **DESIGN A RETARGETING STRATEGY**

#### Website Visitors or Clickers

Build the audience via a pixel on the site or by capturing clickers from the campaign.

#### **Creative Strategy**

The creative for the retargeting tactic can be different or the same as other tactics in the plan but should ask for the click or conversion if applicable.

#### **Cross-Device Targeting**

Include cross-device targeting to increase reach across all devices on the campaign.

#### **Campaign Strategy**

Retargeting can be used on any plan and should be combined with other tactics to ensure scale and optimal optimizations.



## **BE SURE TO** SHARE YOUR STRATEGY WITH YOUR **BUYER!**



## THE ESSENTIAL TACTIC

#### HELPS AN ADVERTISER ACHIEVE ANY CAMPAIGN GOAL



Repeat exposure helps increase brand awareness.

#### Site Traffic

Repeat exposure increases the likelihood a user will re-engage with the advertiser's content.





#### **User Action**

Repeat exposure brings the user back into the conversion funnel increasing the likelihood for conversion.



# QUESTIONS?



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