



centro.

# AUDIENCE EXTENSION WEBINAR

Retargeting

Updated 2021

# AGENDA

- What is it?
- What are the benefits?
- How should it be pitched?
- How do I include it in a media plan?
- Questions?



**WHAT IS IT?**





# 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

The screenshot displays a web application interface titled "Brands - Publisher Sales Demo". A modal window is open, titled "Get Tags For Brand 1 Retargeting Pixel". The modal contains a "Tag Type" dropdown menu set to "Script (recommended)" and a "Tag Code" text area containing the following JavaScript code:

```
<script type="text/javascript">var ssaUrl = ('https:' == document.location.protocol ? 'https://' : 'http://') + 'centro.pixel.ad/iap/a974214b1d224414';new Image().src = ssaUrl;</script>
```

The background interface shows a table with columns for Brand ID, Status, Name, Total Spend, and Clicks. The table lists three brands: 578, 585, and 30090, all with a status of "ON". Below the table, there is a section for "Example Brand 1" with a status of "ON" and a name of "Brand 1 Retargeting".





**WHAT ARE THE BENEFITS?**



# 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.



A modern interior space featuring a large window with a white frame. A chandelier made of many thin, vertical, gold-colored rods hangs from the ceiling. The text "HOW SHOULD IT BE PITCHED?" is overlaid on the image in a bold, black, sans-serif font. A thin vertical gold line is positioned to the left of the text.

**HOW SHOULD IT BE  
PITCHED?**





# WHAT TO LISTEN FOR:

- “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?”



# 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?





# SET EXPECTATIONS

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





The background of the image shows a bright, airy interior space. A large window with a white frame looks out onto a cityscape with various buildings. In the foreground, a chandelier is composed of numerous thin, vertical, gold-colored rods of varying lengths, creating a textured, shimmering effect. The text is overlaid on the lower half of the image, positioned to the left of the window frame.

**HOW DO I INCLUDE IT IN A  
PLAN?**

# DESIGN A RETARGETING STRATEGY





# THE ESSENTIAL TACTIC

HELPS AN ADVERTISER ACHIEVE ANY CAMPAIGN GOAL



## Awareness

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?**





**THANK  
YOU.**