

# Competitor Website Retargeting

## CHALLENGE

People are visiting your competitors' sites. How do you know who they are so you can market to them?

## SOLUTION

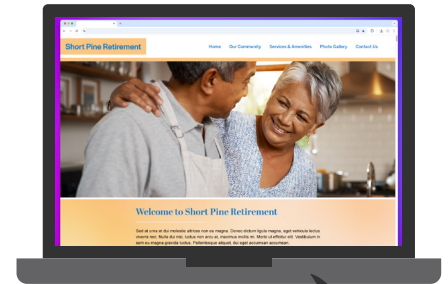
Competitor Website Retargeting captures the anonymous traffic on your competitors' websites. It identifies those prospects by name and address so you can reach out to them in real time.

## FEATURES

- Browser plug-ins and app permissions give us the ability to identify visitors to specific sites and subpages. Then we match visitors to physical addresses.
- We work with you to set up suppression and business rules for the process and which pages and subpages to target.
- Qualified audiences are sent direct mail and/or digital marketing like email, display, social, connected TV and/or programmatic radio ads after they visit a targeted site.
- The digital marketing is executed in real time; postcards are mailed the following day.

## BENEFITS

- Identify and market to anonymous visitors on your competitors' websites.
- Targets prospects who are actively searching and have high intent.
- Place your message in front of the competition's prospects in real time.
- Capitalize on getting your message in front of an audience already interested in your product offering, but who may not know YOU yet.



### SMART TECHNOLOGY

We define who is identified based on a comprehensive set of business rules, including sites visited, multiple competitor sites visited, offline suppression lists, 30-day rolling deduping and more.

### TIMELY DELIVERY

We deliver your brand message **WHEN** a new prospect is in research mode. If they're looking at a competitor's site, there is a strong purchase intent at work. We deliver an email to them in near real time, then the next day we send direct mail and deliver display and social ads. All of this is done seamlessly, while your message is most relevant.

### FULLY INTEGRATED

Competitor Website Retargeting is integrated into your omnichannel marketing strategy, including website retargeting, 360° marketing, and other initiatives, with clear attribution and cross attribution.

