

Website Retargeting Campaigns

CHALLENGE

People visit your website, but they do not convert.

SOLUTION

A Website Retargeting campaign captures your anonymous website traffic and provides you with the visitors' names and addresses.

FEATURES

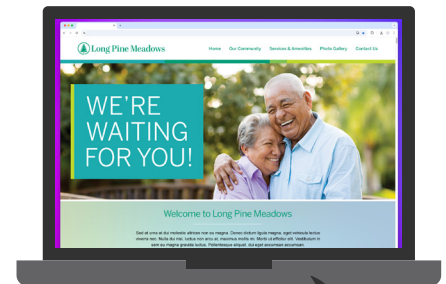
- Adding a pixel to your website allows us to match visitor device IDs, MAIDs, cookies and IP addresses to their physical addresses.
- Who gets identified is governed by a comprehensive of business rules, including:
 - Observable behaviors (time on page, buttons clicked, videos viewed etc)
 - Offline suppression lists
 - 30-day rolling dedupes
- Our process uses some of the largest and most respected ID graphs. We stitch them together for the best possible data with the highest possible match rate.
- Qualified audiences who are identified are sent direct mail, email, and/or display, social, or CTV ads at defined intervals.

BENEFITS

- Identification of unique IDs for 40-50% of your anonymous website visitors.
- Keeping your brand and messaging in front of interested consumers.
- Capitalize on your best prospects, people who are already interested in your brand and offerings.

RESULTS

- Average response rate of 5.6%
- Average conversion rate of 2%
- Average ROI of 1,268%



SMART TECHNOLOGY

We determine who gets identified based on an agreed upon comprehensive set of business rules that include observable behaviors (length of time they spend on a page, watching a video, buttons and links clicked, which pages visited and more), your offline suppression lists, a 30-day rolling deduping of the list and more.

STITCHED ID GRAPH

An identity graph provides a single, unified view of customers and prospects based on their interactions with a product or website across a set of devices and identifiers. An ID graph is used for real-time personalization and advertising targeting for millions of users.* We license some of the largest, most respected ID graphs, and we stitch them together in order to deliver the best possible data with the highest possible match rate.

CHANNEL AGNOSTIC

Once identified, we send direct mail, email messaging, display, social and Connected TV ads to these new prospects.

