

# Competitor Website Retargeting Campaign Guide

## Overview

- Client sends competitor/s' website URLs requesting counts.
- Sabal Strategy provides counts on URLs.
- Sabal Strategy provides a fillable JotForm to assess the scope of work (SOW) and sets up a call with the client (if needed).
- Client confirms order of competitor website retargeting (CWR) records along with filters and suppressions (if applicable). Scope of work is confirmed.
- The info from the JotForm and any other provided by the client is used to create an SOW document and sent to the client for approval.
- Within 10-14 business days, a list of competitor website records is sent to the client and/or the campaign is ready to start.

## Process

It takes 24-48 hours for counts to be sent back on competitor website URLs. The client can request the filters below to be applied to the counts to get a more accurate universe count.

- Geo
- Income
- Gender
- Postal
- Non-postal

Once the client has counts, the client can then request a set number of records or an ongoing daily competitor website records (CWR). It takes 7-10 business days to receive a one-time CWR list or to start receiving daily CWR records. Below are additional filters that can be applied to the order.

Please note that when applying filters on a list order (that are not available for counts), we can't predict the actual record count. If the number of records is too small or too large and we need to change demographic filters, that will be considered an additional setup cost.

Filters that can be applied:

- Age
- Education
- Financial
- Gender
- Language
- Life events
- Luxury home value
- Luxury market
- Nationality
- Parents
- Relationships
- Zip Code/County/State/Country

Below are the different channels we can employ using CWR records:

- Connected TV
- Daily files
- Direct mail
- Display
- Email
- Programmatic radio
- Social

## Suppressions

We can apply suppressions to CWR records. If the client can't send Sabal Strategy their suppression files due to privacy concerns, please let us know and we can explore other options.

- Client provides files with name and postal data and/or a list of emails.
- Suppress records from one subpage to the rest of the records ordered
  - For example, the records from the login page of a website can be used as suppression to the list.

## PAUSE or END CAMPAIGN

We need 24-48 hours to pause or end an ongoing CWR retargeting campaign. Please be mindful of the time required to end the campaign when you plan for the final files to be delivered to the account.

