

# WEBSITE RETARGETING

## WHAT IS RETARGETING & HOW DOES IT WORK?

Website Retargeting helps you to recapture the interest of potential customers after they leave your website. When potential customers visit your site, a retargeting “cookie” is placed in their browser. The cookie identifies your potential customers and enables you to serve them tailored messages. Research shows that site retargeting can improve click-through rates by up to 400%.

How it works: we place a small, unobtrusive piece of code on your website (this code is sometimes referred to as a pixel). The code, or pixel, is unnoticeable to your site visitors and won't affect your site's performance. Every time a new visitor comes to your site, the code drops an anonymous browser cookie. Later, when your cookie visitors browse the Web, the cookie will allow us to serve ads. This ensures your ads are served only to people who are interested and have previously visited your site.



A user visits your site and browses various products/services



The user leaves your site without converting and moves on to other online activities



We show that user your ad based on the products/services/pages they viewed as they visit other sites



The user responds to your advertisements and returns to your website to complete the desired action

