

## TARGETING DISPLAY: RETARGETING

### WHAT IS RETARGETING?

Retargeting (also called remarketing) is an online advertising technique to keep your brand and message in front of an audience of people who have visited your site and left your website. The idea is that we want to be frequent in our messaging to those who have already shown interest in you.

### HOW DOES RETARGETING WORK?

Retargeting is a cookie-based technology. By simply placing a small code (a pixel) into the website, every time a new visitor visits your page, the code drops a cookie onto the users browser. Now after the visitor leaves your webpage, the cookie enables us to serve ads to that same person who has visited your page on other pages that they visit. This ensures that ads are being shown to those who have previously visited your site.

### WHAT ARE THE BENEFITS?

Retargeting is a powerful and often overlooked tool advertising tool. It is very effective because it focuses advertising dollars on people who are familiar with your brand and who have demonstrated an interest. Why wouldn't you want to be frequent in your messaging to your current audience!

### WHEN DOES RETARGETING WORK?

Retargeting works best if it is part of a larger digital strategy. Remember, retargeting can help increase conversion activity, but it can not drive more trac to your site. That is why it works best when it is a part of an outreach campaign.

Advertise your product / service through outreach eorts, drive them to your site, drop a cookie on their browser... all together equals brand awareness, promotion, increased site traffic and frequency in messaging.

[WWW.DDLADVERTISING.COM](http://WWW.DDLADVERTISING.COM) | [CONTACT@DDLADS.COM](mailto:CONTACT@DDLADS.COM)  
999 SOUTH BROADWAY, FLOOR 3 | EAST PROVIDENCE RI, 02914

READY TO GET TO WORK?