Does Retargeting Actually Help?

The main issue surrounding retargeting has always been the added value of retargeting to the total revenue pie. Does retargeting claim conversions that actually would have bought your product or service anyway? In more cases than not, it seemed that this was actually the case. Switching off retargeting had very little effect on the total revenue.

Traditional retargeting setups seemingly focused heavily on 'already buying' traffic in the funnel, which meant that these customers yielded the lowest CPA and "highest ROI". The standard setup by default optimized more rather than less to users that were already buying.

Rethinking Retargeting

Platform161 offers advertisers the ability to segment website visitors to increase campaign performance and return on ad spend. By way of example, advertisers can identify loyal customers, first time users, shoppers, and customers that are still considering to buy.

With these segments, advertisers can exclude loyal customers, and focus all of their budgets on clients that are either new or still considering a purchase. By doing so, advertisers are getting more out of their ad spend by focusing on the right audience to retarget.

The best part of our smart retargeting solution is that it works omnichannel. Instead of spending expensive search budget time and time again, after the first search visit, you could bring audiences back using retargeting - saving costly search budgets.
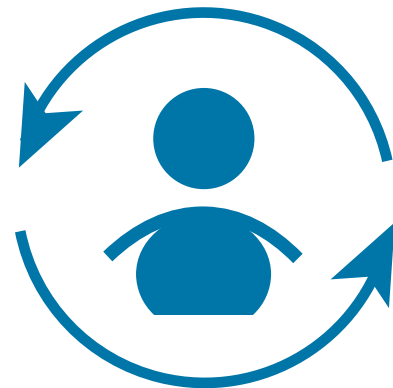
The Result

We have seen >45% increase in efficiency through this setup versus standard retargeting. The power to completely manage and segment your website customers gives you unparalleled possibilities to interactively manage your performance channels and target the right users, with the right message, at the right time.

Contact us to learn more about how our Smart Retargeting solution can increase your campaign performance today!