



# RETARGETING

## WHAT IS RETARGETING? POWERFUL, THAT'S WHAT!

- Retargeting drives potential customers back to your website by targeting users who have previously visited your website but didn't make a purchase or take a desired action. Once users leave your website they are displayed your banners as they surf around the Internet. These advertisements bring your brand back front and center, often generating the highest click-thru and conversion rates of any type of online advertising.



## How does retargeting on Facebook work?

- RetargetingPlus.com's capabilities also extend into the Facebook Exchange; Ads will be served to past visitors or lost prospects on the Facebook Newsfeed and Right-Hand side of Facebook encouraging them to complete the lead submission process.
- The Facebook retargeting efforts will leverage our programmatic (RTB) capabilities, allowing us to leverage the world's largest social media platform and prestigious Facebook.com domain at the lowest possible cost.



## FACEBOOK ADS HAVE A 35% LOWER COST PER CONVERSION



**RetargetingPlus.com**

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