Our audience targeting and retargeting solutions help brands reach the right people online and optimize their marketing budgets.

How Does Retargeting Work?

Potential customer visits your site, but leaves without checking out. Later, they surf the web. Your ad recaptures interest, bringing them back. Your potential customers turn into your happy customers.

ReTargeter Can Help You...

**Increase Conversions**
Our advanced retargeting solutions can help you stay in front of people who have already engaged with your brand, leading to re-engagement and increased conversions.

**Drive Traffic**
Increase site traffic by serving relevant advertisements to a highly targeted audience. We can target ads by demographic, geographic, interest and intent data, as well as by search behavior.

**Boost Awareness**
We can help you reach the right people online. With access to over 98% of available display inventory, we can reach your audience virtually anywhere they go online.

Just a few of the clients we’ve helped:
Microsoft, Yamaha, Eventbrite, BustedTees, Hilton, Symantec, Box, DKNY

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www.retargeter.com | (415) 738-0573 | info@retargeter.com
Site Retargeting

Stay in front of your most valuable prospects all over the web.

Site retargeting helps you stay in front of people who have previously visited your website, keeping your brand top of mind and encouraging return visits.

What Is Site Retargeting?

Site retargeting allows you to serve display ads to people who visited your site, but left without completing a purchase, filling out a lead form, or taking some other desired action.

Over 95% of users leave websites without converting. Retargeting keeps your brand top of mind among those users, bringing them back to your site, and improving conversion rates.

How Does It Work?

People visit your website

They leave without completing your desired action

Later, while browsing the web, they see your retargeted ad

Interest in recaptured, and they return to your site

Person completes desired action

Why Choose Site Retargeting?

Stay Top of Mind
Your website visitors are your most valuable audience, and site retargeting allows you to stay in front of them. With access to over 98% of online display inventory, our network reach guarantees we can get in front of your audience virtually anywhere they go online.

Higher ROI
Site retargeting consistently outperforms other forms of display advertising and can help you get the most out of your ad spend by focusing your impressions on a qualified audience. By staying in front of your brand's most relevant audience, you can increase conversions and boost ROI.

Dedicated Account Management
Each and every ReTargeter campaign comes with a dedicated Account Manager who is responsible for setting up, monitoring, and optimizing your campaign. Additionally, ReTargeter offers a self-serve dashboard that allows you to manage your own campaign and download reports at your convenience.
Audience Targeting
Focus your online advertising dollars by serving your ads to the right audience.

Our advanced audience targeting helps you reach the right people online, increasing brand awareness and driving the right traffic to your site.

What Is Audience Targeting?
We use demographic, geographic, behavioral, contextual, interest and intent-based data to target your ideal audience, and we use our powerful media buying platform to serve them display ads all over the web.

Example audience segments:
- Men between 18 and 35 who live in San Francisco and are browsing an iPad between the hours of 5 and 7 pm.
- Doctors in New York who make over $80,000 a year and are affiliated with the Democratic party.
- Moms between 25 and 50 with a household income over $100,000 who are currently in-market for a new car.

How Does It Work?
You select which audience segments you’d like to target on our online form.

We leverage multiple data providers to hone in on your chosen audience(s).

Your ads are shown to the audience(s) you selected across the web.

Why Choose Audience Targeting?

Precise Targeting Capabilities
Our precise audience targeting prevents you from wasting ad impressions on irrelevant audiences, allowing you to drive higher-converting traffic to your site and increase your return on ad spend.

One Platform, Multiple Data Sources
By partnering with all the major data providers, we’re able to bring you the utmost in precision targeting, providing access to the most powerful audience segments available, all under one roof.

Superior Network Reach
Our powerful media buying platform incorporates rich audience data to make each ad impression count. Since we have access to over 98% of online display inventory, you can serve ads to your ideal audience all over the web.

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Dynamic Retargeting
Increase your online sales dramatically by showing the right ads to the right shoppers.

Dynamic Retargeting enables you to show people ads for products they're likely to buy based on their past behavior.

What Is Dynamic Retargeting?

Dynamic Retargeting is one of the most powerful advertising solutions for e-commerce companies available today.

We use advanced behavioral data about your users to see which products they engaged with the most on your website. Our technology then seamlessly integrates with your site to automatically generate personalized ads for each of the products in your catalog. These ads are targeted to the shoppers who would be most interested in them, wherever they go online.

How Does It Work?

1. Install our simple code on your website.
2. We create custom ads for all of the products in your catalog and leverage user data to match them to the right customers.
3. Your shoppers will then see relevant ads for products they're likely to buy all over the web.
4. Shoppers return to your site and complete their purchase.

Why Choose Dynamic Retargeting?

Reduce Shopping Cart Abandonment
If your shoppers add an item to their shopping carts but don’t complete their purchases, they will see ads for that item across the web, which reduces shopping cart abandonment rates and increases sales.

Increase Cross-Sell and Up-Sell Opportunities
Thanks to our SmartShopper Recommendation Engine™, not only will your shoppers see ads for the products they were looking at, they will also see ads for other products they’re likely to buy.

Optimize Your Campaigns Intelligently
Your reports will show which products and ads performed the best, allowing you to optimize your campaigns and maximize your ROI.

Get Started Easily
You place a single line of code on your site and we’ll do the rest. Our technology will explore your product catalog and existing data streams to create personalized ads that drive sales.
Facebook Exchange

Reach your most valuable prospects on their favorite social network.

What Is Retargeting?
Retargeting allows you to serve display ads to people who visited your site but left without converting.

When someone leaves your site, retargeting provides additional chances to reach them, and offers more opportunities for your previous visitors to convert.

What Is The Facebook Exchange?
The Facebook Exchange is Facebook’s real-time bidding platform. Real-time bidding is the technology that makes retargeting possible, and the Facebook Exchange makes it possible to serve retargeted ads on Facebook.

Thanks to the Facebook Exchange, when people leave your site, you can serve them display ads on their favorite social network.

How Does It Work?

People visit your website
They leave without completing your desired action
Later, while browsing Facebook, they see your retargeted ad
Interest is recaptured, and they return to your site
Person completes desired action

Why Choose Facebook Exchange?

Increase Your Conversion Rates
Retargeting on the Facebook Exchange keeps your brand in front of your most valuable prospects, bringing users back to your site and increasing conversions.

Advertise on the Most Popular Social Network
Facebook serves roughly a quarter of all display impressions in the US, and has a billion monthly unique users. You’ll have countless opportunities to reach your audience on the world’s most popular social network.

Dedicated Account Management
With ReTargeter, advertising on the Facebook Exchange isn’t just a do-it-yourself solution. You’ll have a dedicated account manager who will help with your campaign’s setup, management, and optimization.

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Search Retargeting

Search retargeting is a service that bridges the gap between search engines and display ad networks. When a user searches for a keyword that you’re targeting, they will begin to see your ads as they browse the web, long after they’ve left the search engine. You can stay top of mind with prospective customers when their purchasing intent is at its highest, leading to increased sales and better ROI.

What Is Search Retargeting?
Search retargeting is a service that bridges the gap between search engines and display ad networks.

How Does It Work?
User is interested in a product/service
User searches for relevant keywords
User sees your ad while surfing the web later
User clicks your ad and visits your site ready to buy

Why Choose Search Retargeting?

**Maximum Relevance**
Your ads will be matched to the keywords users are searching for in real-time. Capture people’s interest during the crucial comparison shopping phase to maximize conversions.

**Unparalleled Reach**
Traditional search ads (e.g. Google AdWords) are only shown on the search engine results page, but RTSResearch ads are shown on over 98% of ad-serving sites on the entire web, including top-tier sites like CNN.com, HuffingtonPost, and the New York Times.

**Enhanced Performance**
Search ads can yield up to 3,000% higher click-through rates (CTR) than display ads, helping you drive sales while optimizing your advertising spending.

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CRM Retargeting
Magnify the power of your mailing lists and connect your offline and online marketing.

CRM Retargeting enables you to serve display ads to people on the web with nothing more than an e-mail address or traditional mailing address.

What Is RT CRM?
CRM Retargeting is an advertising technology that extends the reach of your e-mail and mailing lists onto the web.

By matching your list against an extensive online database, you can target your display ads specifically to people on that list, wherever they’re browsing online.

How Does It Work?
Upload your mailing lists to our service
Our service finds your users on the web using your list
People on your mailing list are cookied by us automatically
Those users begin seeing your display ads all over the web and are brought back to your site

How can this help?

Revitalized Mailing Lists
Re-engage specific segments of your mailing list through display ads and stay top of mind with your prospects, even those whom you haven’t heard from in a long time.

Active Targeting
Tag prospects and retarget them throughout the web without any prior interaction on their part—all you need is an e-mail or traditional mailing address.

Cross-Channel Reach
Market across both e-mail and the web to reinforce messages and create more opportunities for conversions.
ShortTag
Stay in front of your social audience all over the web.

ShortTag allows you to serve ads to anyone who clicks on your links.

What Is ShortTag?

ShortTag is a link shortener that allows you to serve display ads to anyone who clicks on a shortened link.

You use our simple link shortening tool to shorten the link of your choice, and share it across your social networks. Everyone who clicks your shortened link is placed in a targetable audience pool, allowing you (or your advertising partners) to serve them display ads all over the web.

How Does It Work?

1. You shorten a link through shtg.co.
2. Share your shortened link all over the web.
3. Your social audience clicks your link and is tagged.
4. Your audience sees your ads all over the web.

Why Choose ShortTag?

- **Supercharge Social Media**
  Leverage social engagement to expand your advertising reach. After connecting with your fans and followers via social media, continue the conversation across over 98% of the ad-serving web.

- **Monetize Your Social Audience**
  Have a highly engaged, valuable social following? Monetize your audience by allowing advertisers to serve display ads to your social followers.

- **Advertise Anywhere**
  You can build an online audience pool anywhere you can place a link. Turn LinkedIn shares, tweets, Facebook posts, and even emails into audience building tools.
NexTarget is the most advanced form of targeted advertising available today.

We analyze your first party data to determine the common characteristics of your highest-performing site traffic. We then combine this data with over 10 billion existing online data points to create custom audience segments of similar users and serve them your ads across the web.

**What Is NexTarget?**

NexTarget leverages first and third party data to find new audiences online that are similar to your most valuable customers. Focus your ads on high potential audience segments to maximize your advertising performance and ROI.

**How Does It Work?**

NexTarget leverages first and third party data to find new audiences online that are similar to your most valuable customers. Focus your ads on high potential audience segments to maximize your advertising performance and ROI.

**Why Choose NexTarget?**

**Increased ROI**
Focus your ad spend on audiences that have the highest affinity to your most valuable customers to prevent wasted impressions and improve ad performance.

**Scalable Performance**
By using your first party data to discover new qualified prospects, you don’t have to sacrifice precision for reach in your online advertising campaign.

**Next Generation Targeting**
We use the latest research in network analysis, machine learning, and lookalike modeling to create audience segments that are more relevant and precisely targeted than was ever before possible.
Online Video Advertising

Increase brand awareness and engagement with online video ads.

Why Video Ads?

Take your online advertising to the next level with engaging video ad units.

Online and mobile video consumption has skyrocketed and continues to grow rapidly. Every day, over 100 million people watch videos online.

We have access to over 200 million video impressions a day, ensuring you can get your online video ad in front of the right audience at the right time.

Precision Targeting

Combine compelling video ads with advanced targeting to boost awareness and engagement where it counts.

Audience Targeting:

Use powerful audience data to put your video ads in front of the right people online. For example, you can serve video ads exclusively to moms in the Pacific Northwest with household incomes above $100,000 a year.

Retargeting:

Focus your video ads on users who have previously visited your website to continue the conversation and create more opportunities for them to engage with your brand.

Types of Video Ads

Pre-Roll and Post-Roll:

Pre-roll and post-roll video refer to any video ad that appears before, during or after an online video within the video frame.

We can serve 15 or 30 second pre and post-roll video ads on all the major video networks.

In-Banner:

We can display up to 15 seconds of high-quality video within a standard 300x250 banner ad unit. In-banner video can create additional opportunities for people to engage with your video content all over the web.
Mobile Solutions
Reach your audience anywhere with mobile ads.

Why Mobile Ads?
Did you know:

- Almost 10% of all searches occur on a mobile device?
- 50% of local search is mobile?
- Mobile web traffic is projected to outpace desktop traffic as early as 2014?

Our mobile solutions allow you to reach and engage your audience when they’re on the go, precisely and at scale.

Mobile Ad Inventory
We can serve ads on two types of mobile inventory:

**Mobile Web**
Show banner ads to people while they browse the mobile web.

**In-App**
Reach your audience while they use their favorite apps. Serve ads within mobile app inventory on the Windows network.

Mobile Video
Mobile video combines the high engagement of video with the incredible reach of mobile. We have access to hundreds of millions of video ad impressions.

We can serve video ads across all mobile platforms, including, but not limited to, iOS and Android, and we can reach users on both smartphones and tablets.

Mobile Targeting
Get more out of mobile by focusing your ads on the right audiences.

**Geographic**
Target your ads by country or ZIP code to reach the right people in the right places.

**Demographic**
Focus your ads based on age and gender to increase the relevance of your messaging.

**Time of Day**
Serve your ads during specific times of the day so your messages are seen when engagement is highest.

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Audience Extension
Allow your advertisers to reach your audience wherever they go online.

Audience Extension allows you to easily monetize your valuable web traffic and audience, whether or not you serve ads on your site.

What Is Audience Extension?
Audience Extension allows you to monetize your valuable audience by giving your advertisers the ability to reach them all over the web - not just on your site.

You place a few lines of code in the HTML of your website, and we can serve ads to your audience on other sites around the web after they leave your site.

How Does It Work?
You place ReTargeter code on your site. Your audience members visit your site and are tagged with our retargeting cookie. Advertisers serve ads to your audience all over the web. Collect more ad revenue as impressions are shown to your audience pool all over the web.

Why Choose Audience Extension?

**Increase Your Ad Revenue**
Monetize your audience whether or not you have on-site ad inventory. If you already offer ads on your site, increase revenue by providing advertisers with additional inventory. If you don’t have on-site ad space, Audience Extension allows you to earn revenue even if you choose not to serve a single ad on your own site.

**Limitless Inventory**
Don’t limit your potential revenue to your available ad space. With access to over 98% of display inventory on the web, your advertisers can reach your audience virtually anywhere they go online.

**Seamless Setup and Support**
Setting up Audience Extension is quick and easy, and your advertisers can be brought onto the platform in minutes. All Audience Extension campaigns have access to a dedicated account manager who can assist with setup and troubleshooting.
Your partner for gorgeous banners that perform

With as little as your logo, we can create brilliant, high performance ads for your digital campaign.

How Does It Work?

1. Choose a package that’s right for you

- **Static Ad 5 Pack**
  - One set of JPG banner ads based on one brand concept.
  - $500

- **Static AB Test Pack**
  - Three sets of JPG banners which have a small variation between them to AB test performance.
  - $750

- **Flash Ad 5 Pack**
  - One set of SWF banners with up to 3 animations and worry free clicktags.
  - Call

2. We learn about your brand and goals

After you fill out a quick questionnaire, we’ll call you to learn more about your campaign goals and brand identity.

3. We build your custom ads!

We can design a full set of ads for you in as little as 72 hours. We also offer 2 revisions within a week of creating your ads, free of charge, to ensure your satisfaction.

It’s that easy! Get started now!