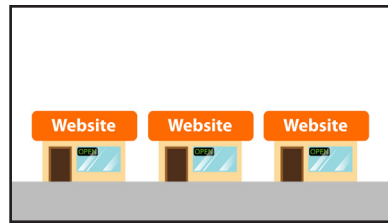


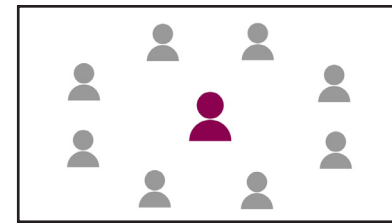
What is Digital Retargeting?



As users navigate the Internet they will encounter ads,

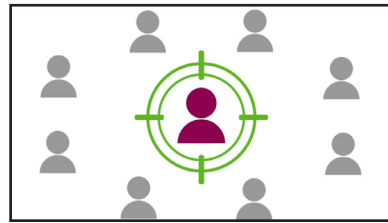


but each user is only interested in a small number of the ads they are shown.



So how do you get your ad only in front of interested users?

DIGITAL RETARGETING



Digital Retargeting.

Retargeting finds users who are interested in your business and website, then only shows your ads to them.

How Does This Work?

How does this work? There are 3 strategies used in retargeting.

1 Site Retargeting

The first is Site Retargeting.



When a user visits your website and then leaves, for whatever reason,



your ad will be shown to them on other websites. Reminding the user that they are interested in your business.

1 Site Retargeting 2 Search Retargeting

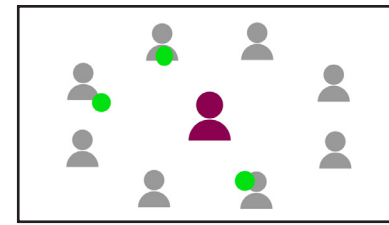
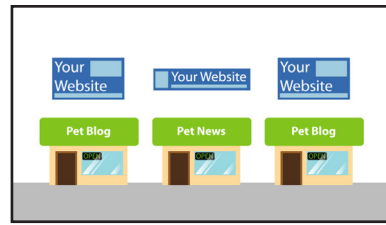
The second is Search Retargeting.



When a user searches for keywords that are related to your business.



- 1 Site Retargeting
- 2 Search Retargeting
- 3 Contextual Retargeting

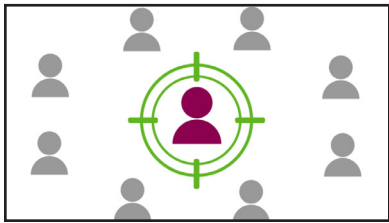


your ads will be shown to the user as they navigate the Internet.

The third is Contextual Retargeting

When a user visits other website that have content similar to yours. Your ads will be show to these users.

Don't waste your time and money advertising to users who are not interested.



Retarget!