

RETARGETING



OVERVIEW

This is the lowest tactic in the funnel used to remarket messages to users who **previously visited** owned web properties.

PARAMETERS

Requires a pixel placed on the advertiser's website to collect first-party data.

BENEFITS

- Tap into the most interested voters
- Drive conversions
- Capture users driven to your site organically and through paid media

AVAILABLE ON



“ Website visitors who are retargeted with display ads are 70% more likely to convert your website. ”

— CMO.com

DATA FOR DONKEYS