

# Retargeting

Messages are more effective when repeated. When consumers are repeatedly exposed to the same ad, it raises brand awareness, which can help you better engage potential customers throughout their decision process and create retargeting campaigns.

## WHAT'S RETARGETING?

A form of online advertising where ads are served to users who have previously interacted with your brand. Retargeting is an effective tactic to reach users interested in high-value or recurring products and for conversion campaigns.

Retargeting utilizes the user profiles captured by the Choozle Smart Container Tag.

## HOW IT WORKS



### 1. Site Retargeting

If you have a long customer acquisition funnel, site retargeting is an excellent way to keep in touch with users after they've left your website. This strategy reengages users while they're visiting other sites across the web.



### 2. Conversion Retargeting

If you want to advertise related products or services to converted users, consider conversion retargeting as a cross-selling tactic.



### 3. Creative Asset Retargeting

With creative asset retargeting, you can target users who have engaged with one of your digital advertising campaigns.



### Best Practices

- **Cost-Effective:** Retargeting campaigns utilize first-party data, minimizing additional costs except for media platform fees.
- **Smart Tag Collection Time:** Allow at least 30 days for the Smart Container Tag to gather user profiles before launching a retargeting campaign.
- **Cross-Device Targeting:** Enabling cross-device targeting boosts campaign effectiveness, expanding reach and available inventory for smaller retargeting audiences at an additional CPM cost.