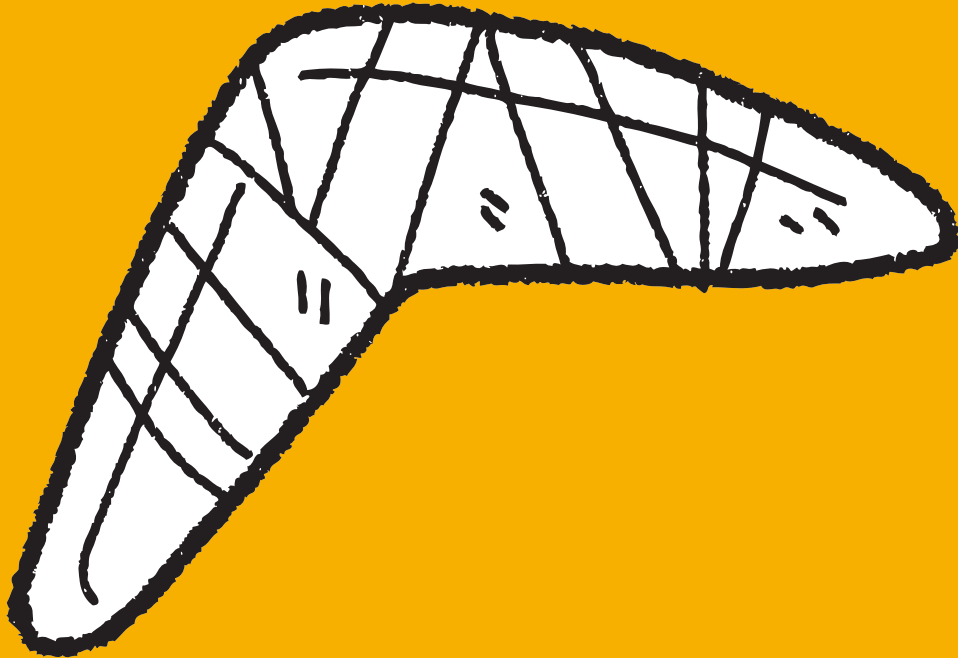


RECALL



# RETARGET TO CONVERT USERS TO CUSTOMERS

Retargeting lets you re-engaging with customers who visit your website but leave without buying

**News Shopper**  
*#getconnected*

Only 2% of web traffic converts to a sale on the first visit to a website<sup>1</sup>. Retargeting allows you to reach and convert the other 98%.

Recall is a **managed** retargeting service that enables businesses to increase conversions by re-engaging visitors who have already expressed an interest in their brand, product or services. We do all the hard work so you don't have to and our experienced team understand how to best utilise your budget.

## HIGH CLICK RATES

Reach only the users who have previously shown an interest in your brand, product or service.

**Retargeted users are 3X more likely to click on your ad than people who haven't visited your site.**

## EXTENDED REACH

Stay in front of prospects as they browse the web. We can reach 96% of the Internet population.

**More than 60% of online buyers say they notice retargeted ads, whilst 26% of customers will return to a site through retargeting<sup>2</sup>**

## RAISE AWARENESS

Retargeted ads are proven to increase brand awareness and recall through repeated exposure.

**Retargeting can boost ad response by up to 400% and 1-in-4 online buyers actually enjoy receiving retargeted ads<sup>3</sup>**

## CONVERT USERS

Convert visitors to sales by reaching prospects throughout the purchase funnel.

**Retargeted visitors are 4X more likely to convert than new visitors<sup>1</sup>**

<sup>1</sup> searchenginepeople.com, '3 Ways Retargeting Can Transform Your Display Campaign', May 2013

<sup>2</sup> Chango + Digiday, 'The Retargeting Barometer Report', Jan 2014

<sup>3</sup> CMO.com, Nov 2013



**1.**

A user visits your website and browses various products or services.

**A cookie is installed on the user's machine.**



**2.**

The user leaves your site without making a purchase, moving on to other activities.

**The cookie is matched on other websites.**



**3.**

The user is retargeted with relevant ads when using other sites or online services.

**Creative should be as targeted as possible to increase clicks and conversions.**



**4.**

The user clicks on the ad and returns to your site to complete the desired action.

**A tracking pixel is installed on your site to allow you to track conversion rates.**

Before you get started, there are a few requirements for retargeting:

1. A tracking pixel must be installed on your website
2. You should have a minimum of 1,000 users in your audience segment
3. You must have a privacy policy on your site

Retargeting packages to suit budgets of all size.

USERS	IMPRESSIONS	CPM	COST
1,000	40,000	£6.00	£240
3,000	60,000	£6.00	£360
6,000	120,000	£5.00	£600
9,000	180,000	£5.00	£900
12,000	240,000	£4.00	£960
20,000	400,000	£4.00	£1,600

Got more than 20,000 users? Speak to us to get a bespoke quote.

**What is retargeting?**

Retargeting is an online advertising technology that serves customised ads to people who have expressed an interest in your brand, products or services by visiting your website.

**How does it work?**

We use the data collected by a tracking pixel to create customer segments—for example, all site visitors who viewed a particular product—and retarget them with ads on other sites.

**Why does my site require a privacy policy?**

It is a requirement by most of our partner ad networks that sites clearly display a privacy policy on all pages. Don't have a privacy policy? We have a free template you can use.

**What is your online reach?**

We buy inventory across all major ad exchanges, giving us access to 37 billion ad impressions over 40 countries every day. That's 96% of the web.

**Where will users go if they click on our ad?**

When clicking on your advert, users will be taken through to a landing page of your choice. It's recommended that your ads click through to the relevant landing/sales page.

**What pricing model do we use?**

We use a CPM (cost-per-thousand-impressions) pricing model with a minimum spend of £240.

**Is there a minimum time commitment?**

There is no minimum time commitment when it comes to running your retargeting campaign. We will run the campaign until the agreed number of impressions have been served. However, we recommend having your pixel implemented for at least a month in order to collect sufficient data.

**How do I track conversions?**

We can report on how many users arrived on your defined conversion page, whether that is a confirmation of a purchase, registration or just a section that you want to direct users to. We can also exclude those people from being retargeted to optimise your spend.

## **How do I add my tracking pixel to my site?**

Our pixel should be placed right before the end body tag `</body>` in your page's HTML code. Placing the pixel properly will ensure accurate data collection and will not negatively affect your page's load time.

## **What ad formats do you accept?**

We suggest the following ad sizes: 728×90, 300×250 and 160×600. However, we can accept additional sizes. Get in touch to find out more.

## **Do you have any technical requirements?**

Yes. File types of creatives must be supplied as HTML5, JPEG, GIF, PNG, or SWF (Flash version 11 or earlier). The duration of animated ads must be 30 seconds or less, Flash ads should support the clickTAG variable and all ads must open in a new tab or new window. But don't worry...

**We'll happily take care of all your technical requirements for you.**