

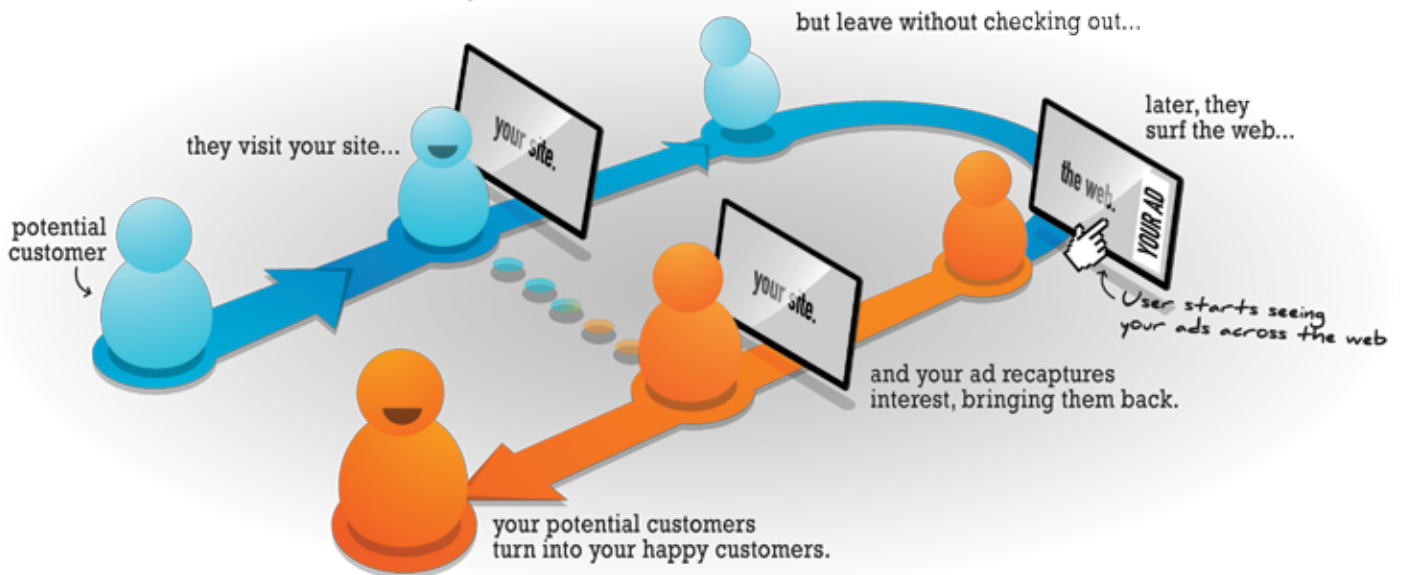
OUR Local Complete Marketing Packages

Retargeting ads • Text • Email • Print • Web



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

How Does Retargeting Work?



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.



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.