

# Retargeting in StackAdapt

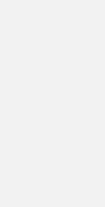
Maximizing Conversions with Retargeting in StackAdapt



## Effectively Move Your Audiences Down the Funnel

Retargeting strategies can help you meet your lower-funnel conversion goals, while also nurturing leads, improving customer engagement, strengthening awareness in the upper funnel, and building customer loyalty.

An effective retargeting strategy enables you to deliver online ads to a user based on their previous intent-based actions on the web. It's an important tactic for re-engaging a user who has seen one of your ads before, or shown interest in your brand or product.



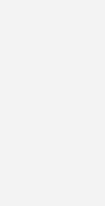
### Site Retargeting:

Retarget audiences by placing a pixel on your website and any landing pages to create a pool of users who have visited or interacted with your site.



### Engagement Retargeting:

Allows you to deliver retargeted messages based on a series of indicated actions on a website, landing page, or social page.



### Impression Retargeting:

Retarget anyone who has been served an impression, which means they saw a programmatic ad but did not engage with it.



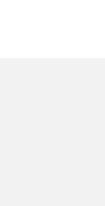
### Listen/View Retargeting:

Retarget audiences that have listened or viewed 25%, 50%, 75%, and 100% of your audio, video, or connected TV (CTV) content.



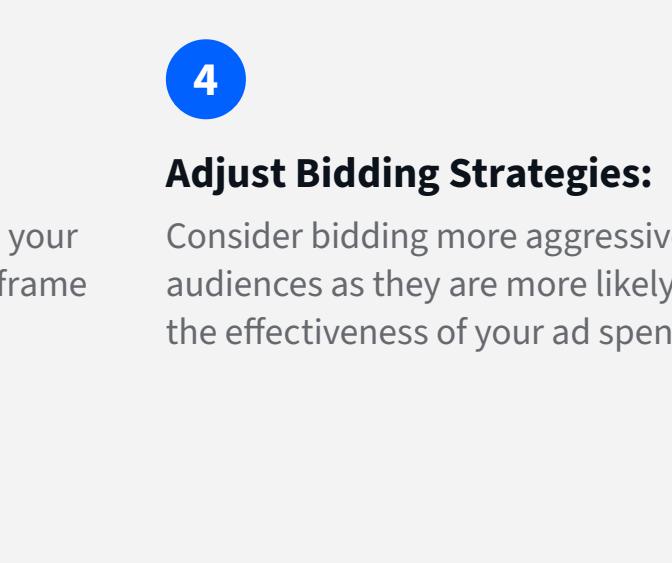
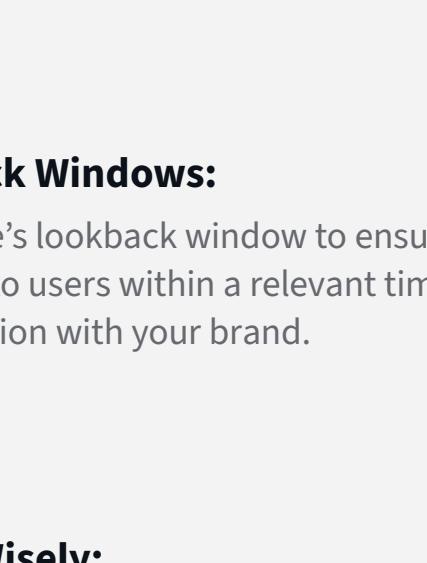
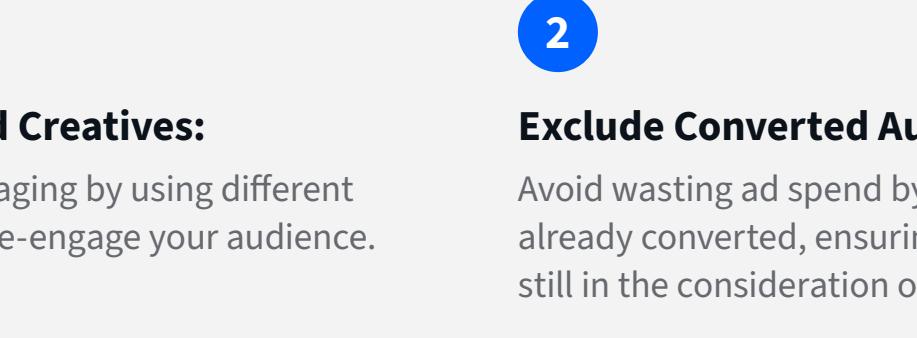
### Click Retargeting:

Retarget users who have clicked on an ad, and re-engage them with another message and strong call to action.



### Dynamic Retargeting:

This personalized retargeting strategy built for e-commerce clients allows advertisers to serve ads to a user based on the most recent product page they have visited—a custom ad will appear reminding users of the last product seen.



## Strategies for Successful Retargeting Campaigns

1

### Diversify Messaging and Creatives:

Keep your ads fresh and engaging by using different messaging and creatives to re-engage your audience.

2

### Exclude Converted Audiences:

Avoid wasting ad spend by excluding audiences who have already converted, ensuring your ads reach those who are still in the consideration or decision stage.

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### Optimize Lookback Windows:

Evaluate the audience's lookback window to ensure your ads are being shown to users within a relevant timeframe of their initial interaction with your brand.

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### Adjust Bidding Strategies:

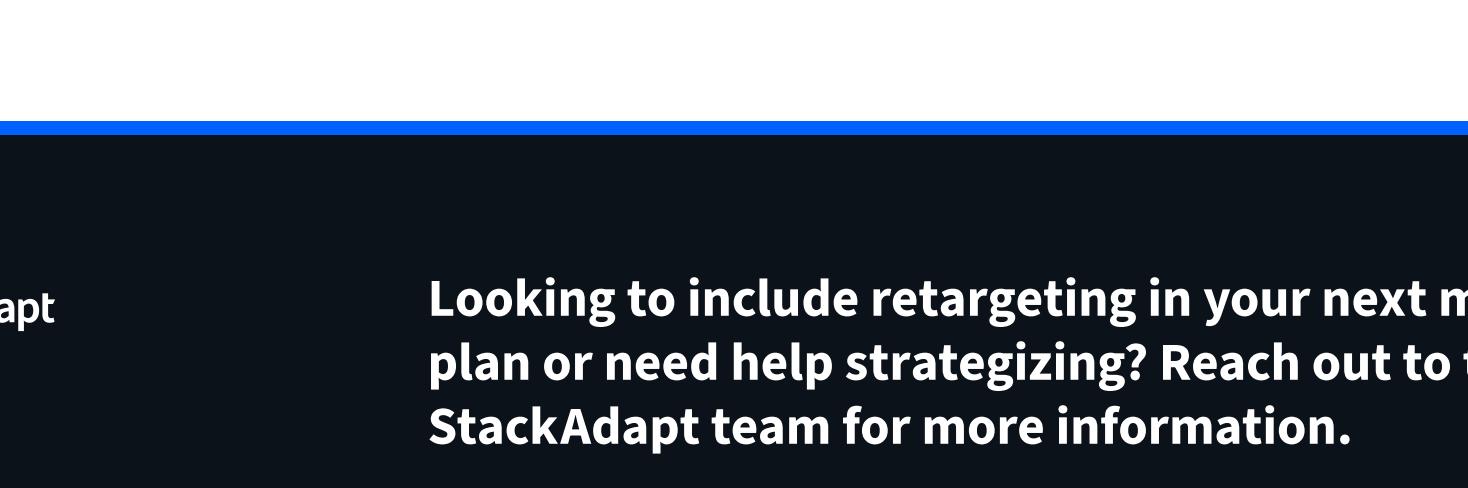
Consider bidding more aggressively on retargeting audiences as they are more likely to convert, maximizing the effectiveness of your ad spend.

5

### Allocate Budget Wisely:

Make sure to effectively allocate your budget across different retargeting strategies and audiences to achieve the best possible ROI.

### Example of a full-funnel retargeting campaign:



By implementing these strategies, advertisers can leverage StackAdapt's retargeting capabilities to effectively engage with their audience, drive conversions, and maximize their marketing ROI.