RETARGETING
CREATIVE FORMAT
RETAILING

SERVE TAILORED ADS TO PEOPLE WHO HAVE VISITED YOUR SITE
RETARGETING

ALLOWS YOU TO SERVE TAILORED ADS TO PEOPLE WHO HAVE VISITED YOUR SITE

WHY RETARGETING?

- Contact already engaged users
- Boost your offer
- Give a special reason why to buy
- Proven conversion driver

BENEFITS

- Second chance to improve your offer
- Second chance to engage a customer
- Second chance to achieve loyalty
- Take your chance with us!

approx. 2,000,000

cookie-based users available after consent for specific purpose given for retargeting in Netinfo network trough Adwise

Data source: AdWise 2018
START YOUR REMARKETING

• GET TRAFFIC TO YOUR SITE
Get site users through awareness campaign, promotion, etc.

• SET RETARGETING RULES
Register your retargeting pixels at Adwise and mark events you want to retarget – site visit, uncompleted checkout, etc.

• START YOUR RETARGETING CAMPAIGN
Set creatives and campaign rules for retargeting pixels you have. Campaigns are defined by CPC bid, daily budget and period.

• MEASURE YOUR SUCCESS
Track your conversions and improve your creatives.
HIGH PERFORMING CREATIVE FORMATS

VIDEO ADS (FULL-SCREEN OR BOXED)

USER VISIT YOUR WEBSITE

USER ARE ADDED TO REMARKETING LIST

SHOW THEM YOUR ADS ON DIFFERENT WEBSITE

DYNAMIC REMARKETING lets advertisers personalize every ad impression by featuring products or content recently viewed or otherwise relevant to the user.

ADVERTISERS can pull in information from their product feeds (product images, prices, discounts, etc.) and feature that content in the ads.

DYNAMIC BANNERS are automatically generated in predefined banner templates, provided by Adwise.
REPORTING AND ANALYSIS

TRANSPARENCY OF THE PERFORMANCE

Detailed performance data by segments, age, gender, geo targeting, devices, day hour, etc.

Actionable performance data
INNOVATE
WITH US!
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