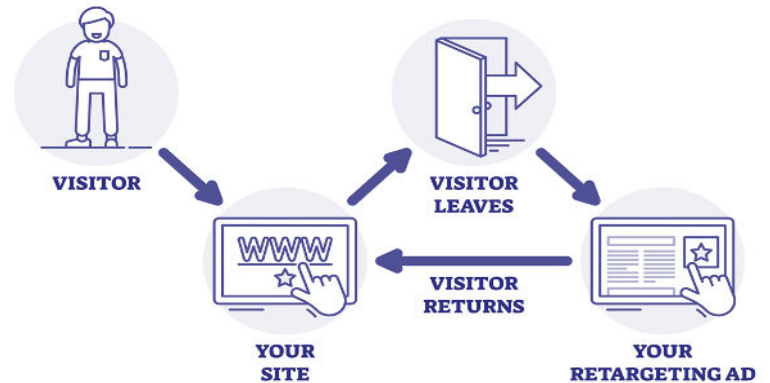


# Retargeting Ad Campaigns Work and Here's Why



## RETARGETING



A **Retargeting Ad Campaign (RAC)** is a continuous link between visitors devices hitting your website and an active RAC. It does not matter how that person got to your website (see Multi-Channel Marketing), their device ID is now captured and saved in the cloud. That data can now be used to strategically market these people after they leave your website, keeping your brand in front of them for as long and as often as you like. The viewers identity is unknown for privacy reasons. However if the viewer's information is in your database, it can be linked to their device. Example, any person or customer that's provided their information previously.

If your business has an active website, consider using **Retargeting Ad Technology**. There's really very little downside. Everyday, companies around the world spend millions of dollars trying to market themselves. What's the point of doing any type of marketing to driving traffic to your website if you don't give yourself a chance to convert them into sales. When a "person of interest" contacts you or your business, one of the first thing you do is get their contact information so you can follow up with them later.

Retargeting Campaigns are extremely cost effective because the total number of ads being delivered is based on your daily website traffic, unlike direct marketing campaigns. RAC's can use data collected to personalize an ad campaign that fits a visitor's interest based on what webpages they were on. Media formats like Display Banners, Streaming Audio Messages, and Videos Ads, can all be used for a RAC.

If your website directs customers to a third party e-commerce site used for order taking, delivery service, or a web store, you can still use RAC's effectively as long as you own and control the main domain address and publish at least one landing page (generally the home page). Third party providers want to sell you your own data back in the form of fee based marketing products and services.

When a RAC is launched, a unique campaign ID code is generated. That ID code is inserted into a pixel located on your website. The data collected by that pixel can now be used to market products and services to a highly interested audience. Additional information about Tracking Pixels is available in this Media Kit or on our website at [www.raimediainc.com](http://www.raimediainc.com).

**Multi-Channel Marketing For Your Business**

- Broadcast Media
- Physical Location
- Your Company Website
- Social Media
- Web Ads
- Auto SMS/Voice Customer Contact Messages
- Trade Show Expo
- Business Cards
- Print Ads
- Direct Mail
- Articles
- Video Ads
- Online Search
- Email