

All about Retargeting



by  KOOLMETRIX





Google Search



DoubleClick



Social Media



SMS



Newsletter



Push Notification

Retargeting Channels



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Very short-term
(scalping)



General Short-term
& middle-term retargeting



Abandoned carts
retargeting

Retargeting basics



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Coupon & offers
retargeting



Long-term
retargeting



Cross-selling & Repurchase
retargeting

Why is retargeting so important?



ROI



Loyalty & LTV



Strategy & Business needs



Branding

Retargeting importance



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Boosting Retargeting ROI



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Detailed & well-structured retargeting

Increases
Engagement

Increases
Ad relevance
& CTR

Decreases
CPC

Decreases
CPA
& Increases
Conversions

Tips for Retargeting



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Maximise your ROAS by retargeting people:

- ✓ With products **they have seen** in the past
- ✓ With products on their **size** or **gender**
- ✓ With products that are **supplementary**
- ✓ With products sets of the **category** or **brand** they have been interested in the past
- ✓ With complementary products of what **they have purchased** in the past to increase LTV and re-purchase ratio

Segment your campaigns using product sets according:



Profitability



Stock & Availability



Special prices or promotions



Best sellers

Smart Retargeting Business needs



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Metrics



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Dynamic Ads vs Simple Retargeting Ads



x7

more CTR



300%

more ROI

Metrics



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Dynamic ads using custom templates



CTR



CPC



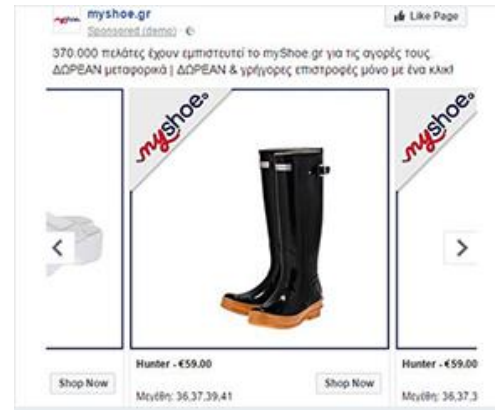
CPA



Brand Awareness

Dynamic ads using custom templates

Examples



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Smart Retargeting Business needs



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Up to **+50%** increase in repeated sales with dynamic ads

Targeting old customers with matching products



Size



Complementary products of past purchases

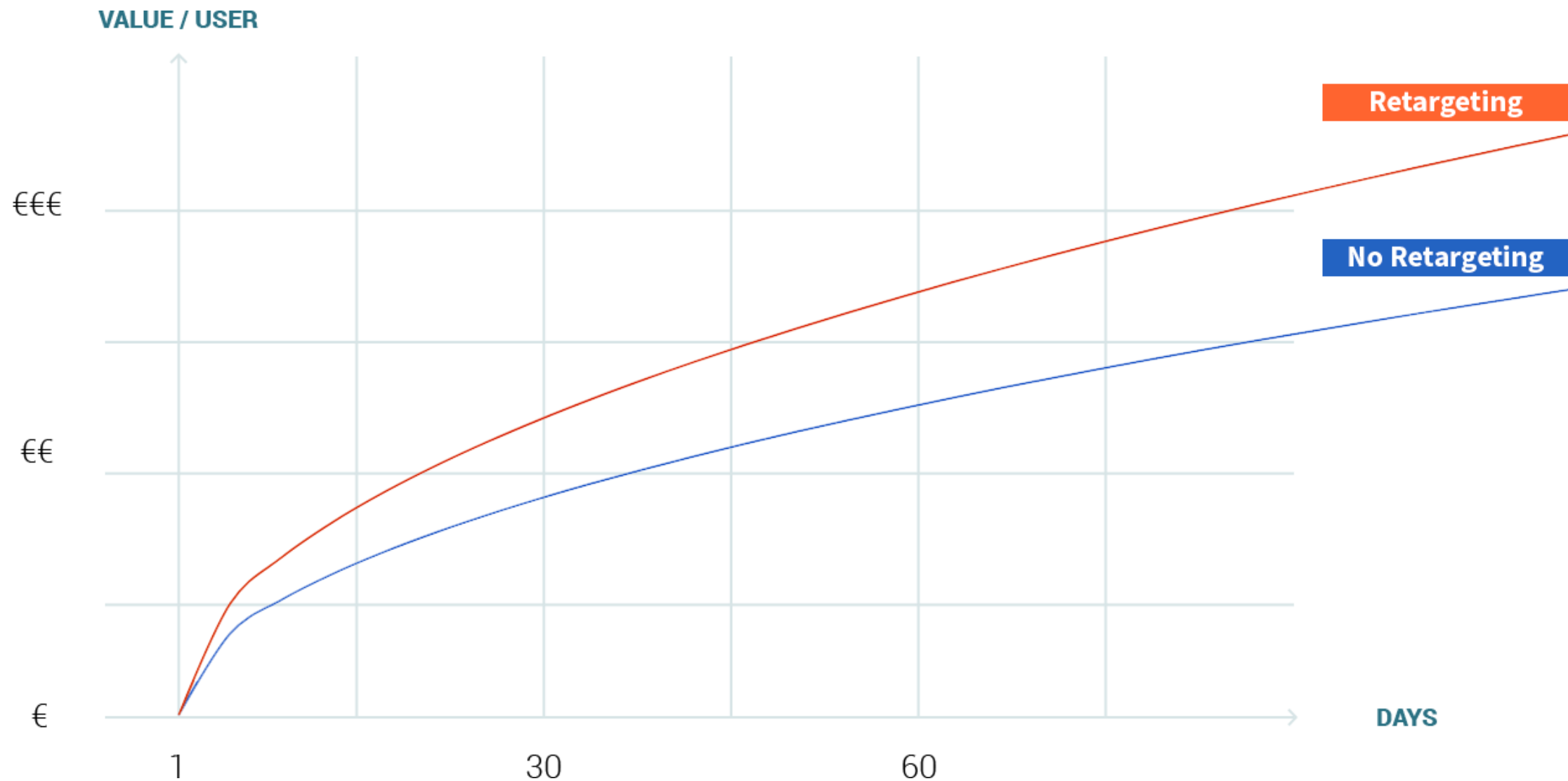


Gender

LTV graph



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THANK YOU



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