

1. Record Nr.	UNINA9910132238003321
Autore	Berke Adam
Titolo	The retargeting playbook : how to turn web-window shoppers into customers // Adam Berke, Greg Fulton, and Lauren Vaccarello
Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, , 2014 ©2014
ISBN	1-119-20414-3 1-118-88116-8 1-118-88101-X
Descrizione fisica	1 online resource (192 p.)
Disciplina	658.8/72 658.872
Soggetti	Internet marketing Target marketing Customer relations Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	The Retargeting Playbook: How to Turn Web-Window Shoppers into Customers; Copyright; Contents; Acknowledgments; Chapter 1: Why We're Writing This Book; What is Retargeting and Why Does it Work?; Flavors of Retargeting; Search Retargeting; Social Retargeting; E-mail Retargeting; Understanding the Customer Journey; Typical Stats and Roi; Let's Get Rolling!; Chapter 2: The Evolution of Display Advertising; How Display Works; History of Display; The Emergence of Ad Exchanges; Real-Time Bidding Explained; Cookies; The Real-Time Advantage Chapter 3: Getting Started: Who Should Use Retargeting and for What You Have a Website, Now What?; How to Choose a Retargeting Platform; Setting Up Your Retargeting Campaign; Before You Get Started, Have a Privacy Policy on Your Website; Kicking Off Your Retargeting Campaign; Tag Your Website; Set Your Targets!; Track Your Conversions; Upload Your Retargeting Ads; Launch Your Retargeting Campaign!; Selling Retargeting Internally; Tips to Win Budget; Getting

Started with B2C Retargeting and the Shopping Cart; Why Do People Abandon Their Carts?
How to Set Up a Shopping Cart Abandonment Retargeting Campaign
Segment Shopping Cart Abandoners; Determine How Long to Target Cart Abandoners; Static Creative versus Personalized Creative; Shipping Promotions; Discount; Use a Multistage Retargeting Campaign; Retargeting for B2B; Form Abandoners; Creating Form-Abandoner Segments; Test Messaging; Retarget Responsibly; Chapter 4: Smart Targeting: Reach the Right People at the Right Time; Know Your Customers; Identifying Intent Signals; Funnel-Based Segmentation; Category-Based Segmentation; Product-Based Segmentation
Advanced Segmentation Techniques
CRM Segments; Chapter 5: Taking Your Retargeting to the Next Level: Optimization Strategies That Work; Frequency Caps; Audience Duration; Segment Prioritization; Creative Testing; Inventory Management; Retargeting Tips for Travel and Back to School; Tips for Maximizing Back-to-School Marketing; A Quick Trip to Successful Travel Retargeting; Tip 1: The Buying Window for Large-Ticket Items Is Longer Than You Think; Tip 2: Follow Up Your Contextual Display Campaigns with Retargeting; Tip 3: Keep Retargeting On in the Off Season; Tip 4: Keep Testing Creative
Conclusion
Chapter 6: Creative Best Practices; What Size Should I Start With?; Creating Compelling Creatives; Combatting Ad Fatigue; First-Party Data and Creative; How to Scale Your Creative Efforts; Creative Best Practices for Retail; Creative Best Practices for FBX; Basics of Ads on FBX; Right-Hand Side Ads; News Feed Page Post-Link Ads; How to Get the Most Out of Facebook Creatives; Tips for News Feed Ad Performance; Chapter 7: Advanced Retargeting Strategies; Retargeting to Solve Freemium; How to Use Retargeting to Solve the Freemium Dilemma
Recruiting, Retargeting, and Building Your Employer Brand

Sommario/riassunto

How to reach the 98 percent of people who leave your website without converting sales
The Retargeting Playbook is a complete guide for digital marketers about how to reach the 95 to 98 percent of people who leave a brand's website without converting. Retargeting gives advertisers the ability to stay in front of those people to bring them back and close the deal. For that reason, retargeting has emerged as a must have marketing channel, yet there is a lack of content that explains how the technology actually works and best practices for using it. Even marketing managers at large
