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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

2. Record Nr.	UNINA990005671920403321
Autore	Sakurazawa, Nyoiti
Titolo	Principe unique de la philosophie et de la science d'Extrême-Orient / par Nyoiti Sakurazawa
Pubbl/distr/stampa	Paris, : Libr. Philosophique J. Vrin, 1931
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