

BEST PRACTICES / display ad retargeting

Email is the foundation of your rezora strategy. Display ad retargeting can help you maintain awareness between emails.

What is display ad retargeting?

Retargeting serves a display ad to your contact as they cruise the web. Any contact who opens your rezora email will see your ad.

How does retargeting work?

When you add display ad retargeting to your account, every rezora email you send carries a small snippet of code. When your contact opens your email, a cookie is placed on your contact's web browser. Then your personalized ads "follow" your contact around the web, appearing on the websites they visit. Each ad is linked back to your website.



Your rezora display ad retargeting package includes a suite of four ads, including one for Facebook.

Why should I add display ad retargeting to my rezora account?

By consistently (and tastefully) showing contacts your display ads as they cruise the web, you stay front of mind.

And, because every ad links back to your site, you give your contacts a way to take action as soon they are ready.





Who sees my ads? How often?

Any contact who opens one of your rezora emails is retargeted and will see your display ads.

rezora monitors ad performance and adjusts the frequency that ads are served to your contacts. Generally, your contact will see an ad no more than 6 times in a 12-hour period.

What's included?

Personalized Display Ads:

A suite of four brand-approved display ads.

Ad Placement:

Throughout our network of over 200,000 websites.

Optimized Exposure:

We make sure your ads are seen at just the right frequency.

No limit:

Every opened email results in your contact seeing your display ads.

How do I get started?

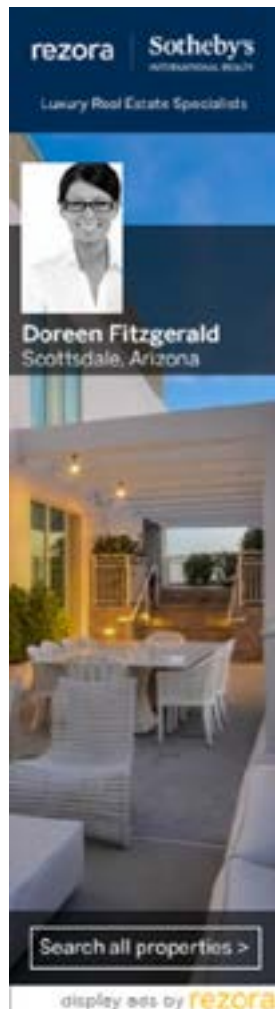
01. Log in to your rezora account.
02. Go to the "My Account" menu. Then to "My Account Information".
03. Choose "Purchase Additional Services".

Did you know?

Clients who receive retargeted ads are 76% more likely to convert.

The average click-through rate for retargeted ads is 10x higher than standard display ads.

Retargeting boosts performance of other marketing channels.



Cost?

Company Display Ad Retargeting:

included in Basic and Professional tiers

Agent Display Ad Retargeting:

Basic tier - \$35/month
Pro Tier - Included

Display Ad Retargeting PLUS:

\$95/month (includes additional retargeting code for your website)

Billed separately from your account subscription.

F.A.Q

Q: How do I sign up for retargeting?

A: You can sign up for retargeting by going to "My Account" > "Apps & Integrations" and selecting Display Ad Retargeting. This subscription is separate from your rezora subscription and you will be billed separately.

Q: Can I add users that visit my website into my retargeting audience?

A: Yes! Contact us at support@rezora.com and we will provide you with the code you need to add to your site to accomplish this.

Q: Who cannot be tracked with retargeting?

A: Users who have cookies disabled cannot be tracked using retargeting. In addition, users who were being tracked, but subsequently erased their cookies, will no longer be tracked, unless they revisit your website and receive a new cookie.

Q: How long does my campaign run?

A: Your campaign will run and your audience will see your ads as long as your retargeting subscription is active.

Q: Can you explain the data I receive in my retargeting report?

A: The following information is currently provided to you via email on a monthly basis:

01. List of Sites: This downloadable file is a list of all the websites where your display ads were seen over the course of the last month. They may have been seen more than once at any one of those sites, but they were seen at least once.
02. Impressions: This is the total number of times your display ads were seen across all websites over the course of the prior month.
03. Clicks: This is the total number of times a user clicked on one of your display ads and was directed to your website.
04. Click Through Rate (CTR): This is the number you should be paying most attention to. This is the percentage of users who saw your display ads that clicked on them. The industry average for retargeting display ads is 0.1%. For traditional display advertising where you randomly purchase ad space, the average CTR is 0.01%.

Q: How can I increase these numbers?

A: The best way to increase your impressions is to grow your client database. This will result in a larger audience and more clicks (assuming your CTR remains steady). That said, quality is key- purchased lists are not allowed per our anti-spam policy and will get your account suspended. Besides, the quality of those lists will cause your numbers (and reputation) to plummet.

Q: Why are my numbers all at 0?

A: In order to create an audience and thereby start having your ads delivered, you must first distribute some marketing materials through the rezora system via email, social networks or an online link. Until then your audience is empty and your performance is all for naught. So wait no longer, go create a marketing piece and get it out to your clients now!



More How To Guides:
www.rezora.com/resources